

7TH FLOOR



MARCH, 1932

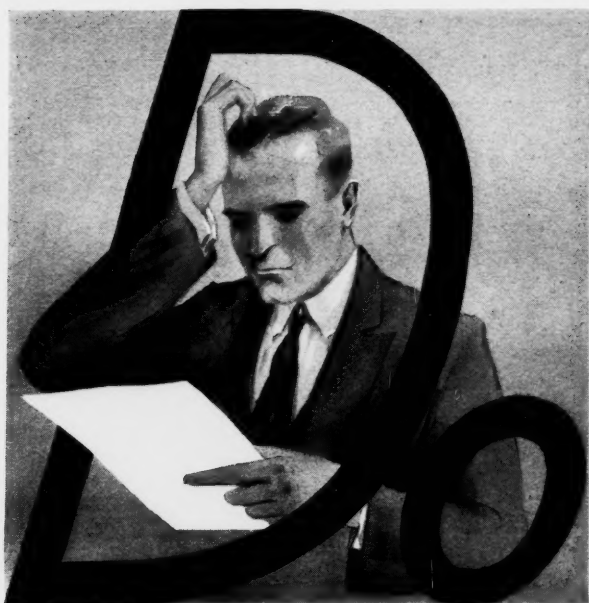


THE BUYING PUBLIC IS QUICK TO RESPOND
TO AN APPEALING CARTON OR DISPLAY.
WE EMPLOY A STAFF OF CREATIVE ARTISTS TO
HELP YOU LAY THE CORRECT FOUNDATION FOR
THE SUCCESSFUL MERCHANDISING OF YOUR PRODUCT.
WHY NOT TAKE ADVANTAGE OF THIS SERVICE.
YOU WILL BE EQUALLY PLEASED WITH THE
FACILITIES OUR PRINTING AND LITHOGRAPHING
DEPARTMENTS HAVE TO OFFER • CONSULT WITH US!

BROOKS & PORTER INC.

304 HUDSON STREET, NEW YORK

WALKER 5-9494



YOU KNOW

the Answers?

WHAT HAPPENS TO MY
PRODUCT AFTER IT LEAVES
THE PLANT?

WILL IT STAND UP UNDER
HEAT, COLD AND
MOISTURE?

WILL IT DETERIORATE OR
SHRINK?

WHAT ABOUT THE APPETITE
APPEAL?

Because of broader shipping, increased competition and the demand for good appearance in packages, it is necessary that you ask yourself these questions.

KVP Research Laboratories can give you the exact answers. This trained staff is at your command with advice as to the wrapper needed.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
KALAMAZOO, MICHIGAN

KVP PROTECTIVE PAPERS

MARCH, 1932

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^{Aug. 1932}
MARCH, 1932
VOLUME 5² NUMBER 7

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. PERRY H. BACKSTROM—Eastern Manager. EARL I. CARMODY—Western Manager. ANN DI PACE—Assistant Editor. E. R. GORDON—Production Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion.

MODERN • PACKAGING

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• The art of color printing on transparent cellulose has made great strides in recent years. Exhaustive research is increasingly bearing fruit in improved methods. This is apparent in recent wrappings for packages, such as shown on pages 33 and 34 of this issue, as well as in transparent cellulose packages. Through the courtesy of the Dobeckmun Company, typical examples of packages making use of transparent cellulose in color are shown on the front cover of this issue.

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"Very Satisfactory and Wonderful"

We have recently furnished a

Constant Motion Cartoner



to Messrs. J. Lyons & Co., Ltd., London, England.
It was required to perform the following task:

*"Set up one knock down carton.
Fold one sheet of paper, after removing it from its
magazine, into 6-ply.
Remove one corrugated liner from magazine.
Insert liner into carton.
Remove one 6-oz. bottle of coffee essence from a feed belt.
Fold circular over neck of bottle.
Insert both into corrugated lined carton.
Seal flaps of carton.
Deliver it to off-take conveyor.
Work must be of the best.
Time—half a second—120 each minute."*

Later we received a letter from Mr. C. S. duMont, a well-known London specialist in labor-saving machinery, which, referring to the performance of the

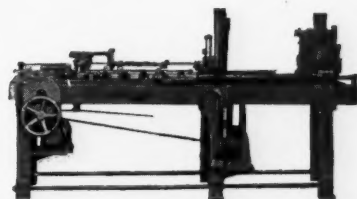
CONSTANT MOTION CARTONER

on this job, contained this statement:

"It is indeed very satisfactory and very wonderful"

We have sent Constant Motion Cartoners to many foreign countries, where they have been installed and operated without help from us. In every case reports of them have been substantially the same as Mr. duMont's.

Don't worry about your
packaging problems
Here is their solution



CONSTANT MOTION CARTONER

R. A. Jones & Company, Inc.

P. O. BOX 485

CINCINNATI, OHIO

●
New
Package
Design

●
And
Business
Leadership



No Spoilage

This Moisture-Proof Carton Stops "Caking"

Spoiled packages are a double hindrance to Business Leadership. Either the manufacturing cost is lost or the purchaser is inconvenienced and exasperated to the point that she is often lost as a customer.

This problem was particularly serious for Hansen's Laboratory, makers of "Junket." Even when they wrapped the bag of powdered "Junket" in two thicknesses of wax paper, it would absorb moisture, cake up and become useless.

The Redington Engineering Staff was called in—and a successful plan worked out!

Now "Junket" is placed in an inner carton, a Redington Machine wraps this inner carton in wax paper, heat seals the edges, then wax wraps and heat seals it a second time, reversing the package previous to the second wrapping so that the seams of the two wrappers do not coincide. Then this Redington Machine inserts the wrapped inside carton into an outer printed carton, stamps the date in code and closes it.

This method protects the product perfectly against moisture. Every package comes to the user fresh and full flavored. Such results are why men say—

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., Est. 1897 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

Packaging  Machines

Economical for Packaging — Cartoning — Labeling — Wrapping





COMPELLING COLOR

IT'S color that counts! Look at the flamingo. A beautiful bird in spite of his awkward shape—because of his glorious coloring. He is a magnet for attention.

And color can make your product a magnet for attention. Clothed in a brilliant, colorful Maryland Blue Bottle it becomes a thing of beauty . . . attracting the customer's eye . . . with a world of sales appeal!

We make these bottles in many stock shapes and capacities—perhaps one of them will fill your need. If not, we shall be glad to design others especially for your requirements. You'll find interesting facts about these colorful bottles on the next page.

MARYLAND BLUE BOTTLES



That's it -- in the

BLUE BOTTLE



A CUSTOMER "eye-shopping" along the shelves. Then: "There's what I need—in the blue bottle." It takes *color* to sell goods now. Colorful Maryland Blue Bottles identify your product, and stop the consumer's roving eye. Also, the rich, deep color suggests the quality of the product within and serves as a reminder to buy.

Whatever the product, these beautiful bottles will make it look—and sell—better. The manufacturers of many of the most successful products on the market have recognized this fact, and are using Maryland Blue Bottles as a means of increasing sales.

Let us show you exactly how your own product will look in one of these gorgeous bottles. Ask us to send samples. Maryland Blue Bottles are made in a wide variety of stock shapes and sizes, in addition to "custom-made" designs for many famous products.

In writing, tell us the nature of your product and what size bottle you use.

Tested material, skilled workers and modern equipment assure uniform quality, accurate capacity and dependable strength, in all Maryland Glass Corporation bottles.



Maryland green tint and flint bottles are of the same high quality as Maryland Blue

MARYLAND GLASS CORPORATION

BALTIMORE  MARYLAND

MARYLAND BLUE • GREEN TINT • FLINT BOTTLES

New York Representative: 270 BROADWAY

Pacific Coast Representative: ILLINOIS PACIFIC COAST CO., San Francisco, Cal.

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Blue
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Blue

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CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

4411 Ogden
Avenue
Chicago, Ill.

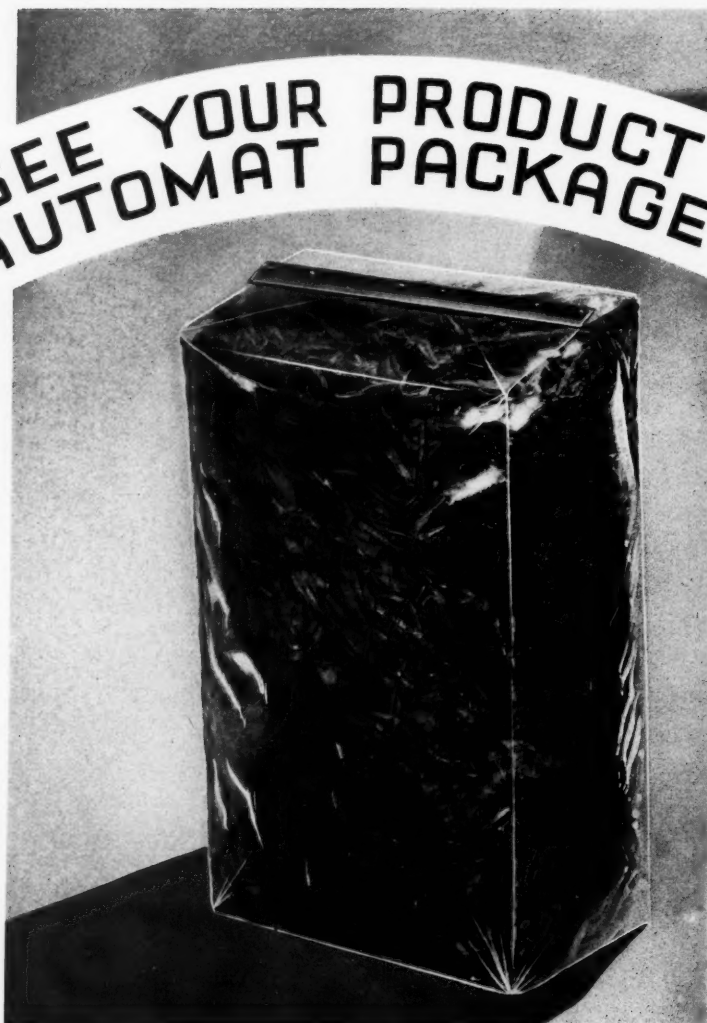
Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons



**CHICAGO
CARTON
COMPANY**

YOU SHOULD SEE YOUR PRODUCT
... IN AN AUTOMAT PACKAGE

Would you like to see your product packaged in cellophane or other cellulose paper? Send us a quantity and we will package it on the Automat in any size you request. A wide range of sizes can be produced on this machine.



AUTOMAT Forms the Container ... Fills and Seals It

The Automat takes cellophane from rolls, either double or single, plain or moisture-proof; forms either a tight or satchel-bag type package.

The operation is continuous and automatic. One girl can operate a battery of Automats. Send in a supply of your product and see it in an Automat package.



The Automat Molding & Folding Company . . . Toledo, Ohio

New York Office—19 Hudson St., Room 203

Los Angeles Office—306 Calo Bldg.

A TRUE FISH STORY

Here's another of many national advertisements now building prestige for your products



The Fish
they couldn't forget!

With the fish had tasted delicious. But how they hated the smell for the evening was over! It haunted every corner of the living room.

Paterson would have prevented this. No odors escape when you cook with Paterson. It makes the cooking of cabbage, onions or cauliflower, as well as fish, an absolutely odorless process!

Better yet, all the original flavor of the food is saved, instead of cooking away. Wrapped in Paterson, it remains as fresh as the day it was cooked. Especially when the faster and other seasonings are cooked in the Paterson along with the food!

An ordinary pot, white or gray and today at your grocery, hardware, housewarming, department or restaurant store. Or (slightly higher) Universal-Wire for a large package. Trial package, 10¢. Use the coupon.

Paterson
Paterson Vegetable Parchment

A more reliable sheet - insoluble - grease-proof - odorless - fast

Special Offer 10¢:
Paterson Vegetable Parchment Company
Paterson, N. J.
Enclosed find the coupon for which please send prompt, the real product of Paterson Company.
Name _____
Address _____
Phone _____
Paterson, N. J.

A true fish story—and a “big catch” for you! 10,000,000 women, to be exact! Here you see one of many advertisements which they will read this year in the Saturday Evening Post, Collier's, Good Housekeeping and McCall's Magazine—all stressing one important fact:

That packers who are proud of their products wrap them in Paterson Vegetable Parchment (Commercial Patapar)—make them safe from all contamination—in an *insoluble, grease-proof, tasteless and odorless* wrapping sheet! Thousands of housewives who now use Patapar—actually cook vegetables in it, and prove that it has these unusual qualities.

They know that Paterson Vegetable Parchment, in which food products are wrapped, is the commercial form of Patapar—the only sheet they ever heard of that can be used over and over again in boiling water. Let her see the Keymark symbol on your product's wrapper! It pays—in prestige and profits! Paterson Parchment Paper Company, Passaic, New Jersey. Branches: Chicago, San Francisco.



Hundreds of leading brands of packaged foods now carry this Keymark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes . . . $\frac{3}{4}$ inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

PATERSON *Genuine* VEGETABLE PARCHMENT
Commercial Patapar

The Insoluble, Grease-proof Wrapper for Quality Products

IMPRESSIONS

that make sales!

THE deciding factor at the point of sale is very often the impression that is made by the appearance of the package.

You can influence the buying decision in favor of your product by giving the package a smart, distinctive, out-of-the-ordinary, decorative treatment such as that obtainable with the Brighten Roll Leaf Process.

It consists of stamping and embossing (in one operation) with Brighten Roll Leaf of gold, silver, metallic or pigment colors.

BRIGHTEN ROLL LEAF PROCESS

Specify Brighten Roll Leaf for your package, wraps and labels, and profit by its enduring, appealing lustre.

Full information and samples gladly sent on request.



THE H. GRIFFIN & SONS CO.

Brighten Leaf Division

65-67 Duane St.,

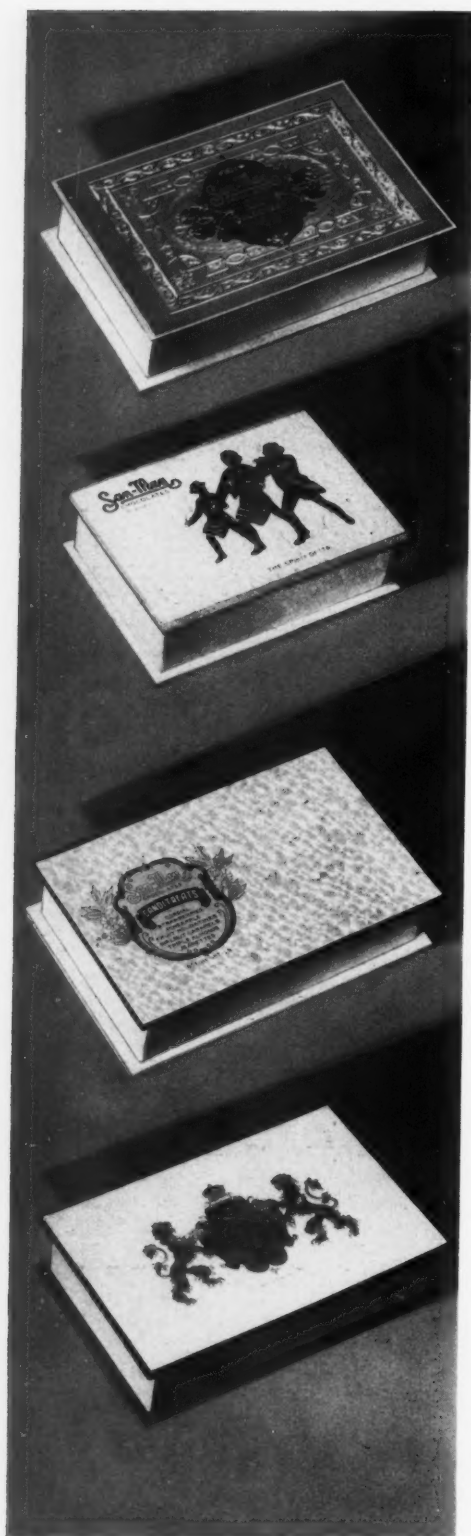
NEW YORK, N. Y.

CHICAGO

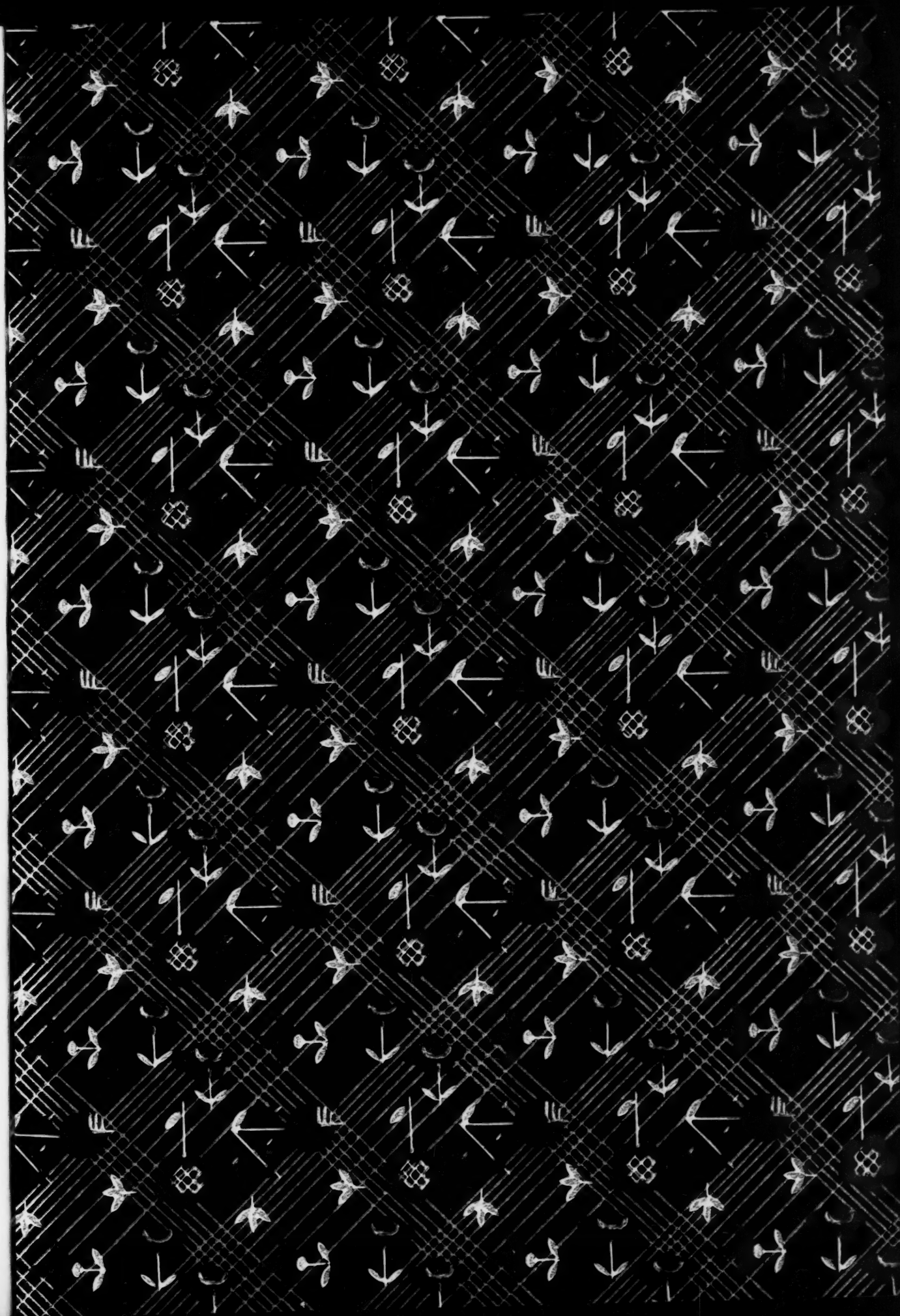
701 So. Dearborn St.

BOSTON

95 South St.



Wraps by J. C. Frohn



There Is Economy in Correct Papers.

This is »Contemporary Print« No. 1538, one of a new group of Louis Dejonge creations in printed papers.

This design has all the style and charm required of a modern print, and the additional quality of feminine appeal.

It is presented in six harmonies showing a decided Victorian influence in color.

We make the following recommendations for its specific uses:

smart perfumes, powders, toilettries; card ensembles, novelties; hat, stocking and handkerchief boxes; sewing boxes, jewel boxes, waste paper baskets, general gift and Christmas boxes.

This paper may be effectively combined with a Louis Dejonge plain paper in silver, red, green or black in a variety of finishes.

LOUIS DEJONGE & COMPANY

PHILADELPHIA

NEW YORK

CHICAGO

THEY PUT IT
out in the open
 WHERE DUREZ COULD
 SPEED THE SALE!



EVERY merchant knows that good display is half the battle. And an increasing number are learning that a Durez display—for any product—can multiply its visibility many times over!

For a concrete example of this, look at the illustration. Here, the Norwich Pharmacal Co. have had designed a special Durez display stand. Each jar of Pepto-Bismol fits into its particular place. Each jar is raised above other products on the counter level. Each jar, set out in the open, can be quickly seen, easily read, picked up without effort.

Bringing business out in the open

Yet this is only one of hundreds of ways in which Durez, the

perfect molding compound, is put to work for the up-to-date manufacturer. Dishes are made of Durez. Trays. Jars. Containers. And closures—of every size, color, description! Over 95% of all molded closures are now being manufactured of this remarkable material.

Smart, serviceable caps

For all these concerns, Durez closures prove to be ideal in attracting attention to the product, and in keeping the customer satisfied. Strong, light, tough, Durez caps screw down tightly and firmly, yet do not bind. Threads are so accurately molded that they release instantly. A wide range of colors is available, and you can have any trade-mark or design

molded right on the cap, no matter how intricate the pattern.

General Plastics, Inc., does not mold closures or packages, but supplies the raw materials to custom molders with whom you deal. We shall be glad, however, to suggest suitable package designs, to point out the advantages of our material, and to make proper contacts between your firm and the molder. For complete information and booklet, write to General Plastics, Inc., 31 Walck Road, North Tonawanda, N. Y. Also New York, Chicago, San Francisco and Los Angeles.

DUREZ
 THE PERFECT MOLDING COMPOUND





Enhancing the Sale by packaging in BAGS OR ENVELOPES

MANY manufacturers are capitalizing the increased appeal that SYLPHRAP transparent bags and envelopes are winning for their products.

There are thousands of products for which this attractive form of packaging can be used to great advantage. For example: coffee, rice, cereals, spaghetti and noodle products, baked goods, candies; merchandise made of fabrics, such as handkerchiefs, gloves, hosiery, purses, powder puffs, and many others.

Where it is not economical or convenient to wrap either by hand or machine, the same merchandising value and effectiveness of transparency can be obtained by using SYLPHRAP ready-made

GREASEPROOF



SYLPHRAP

the Sales Appeal in Transparent S MADE OF SYLPHRAP

bags or envelopes. These can be attractively printed with designs and trade-marks.

SYLPHRAP bags and envelopes, both plain and printed, are obtainable from leading bag and envelope manufacturers, whose names will gladly be furnished on request.

SYLPHRAP, both greaseproof and moistureproof, is manufactured by us in sheets and rolls.

Our packaging service will gladly cooperate with you in solving your packaging problems.

SYLVANIA INDUSTRIAL CORPORATION
 Executive and Sales Offices: 122 East 42nd Street, NEW YORK, N. Y.
 Works: Fredericksburg, Va.

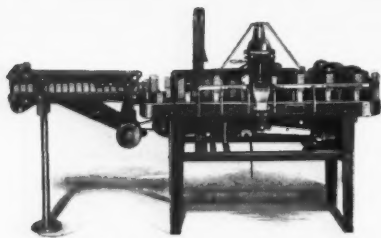
MOISTUREPROOF



TRANSPARENT CELLULOSE



**PACKOMATIC ENGINEERING
DEPARTMENT**



**PACKOMATIC CARTON
SEALER AND FILLING
MACHINE, MODEL 8**

A combined top and bottom sealing machine, with volumetric filler.

The filler is easily adjustable and positive, guaranteeing commercially accurate weights with free flowing products.

This machine will turn out 50 perfect packages per minute, with only one operator. Requires floor space of only 9 ft. long x 2 ft. 6 in. wide, weighs only 1065 pounds.

»» Packomatic ENGINEERING DEPARTMENT — and — DRAFTING ROOM «««

Here ingenious minds develop mechanical equipment which eliminates hand labor and saves millions of dollars each year for hundreds of manufacturers.

These technically efficient mechanical engineers and draftsmen carefully lay out the specifications for each job, perfectly, accurately.

Each man takes a personal interest in the particular job he is assigned to and follows it through to a completed satisfactory installation.

A Packomatic Engineer is ready to meet you any time, any place, to help you work out your packaging problems.

**WRITE—WIRE—OR PHONE
FOR A PACKOMATIC ENGINEER
ANY TIME—ANY PLACE
NO OBLIGATIONS**

FERGUSON



NATIONAL

PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices: NEW YORK CHICAGO CLEVELAND ST. LOUIS LOS ANGELES





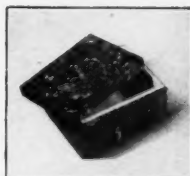
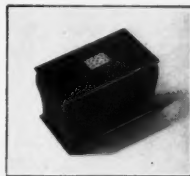
"Family" packaging— for larger unit sales



Size of unit sale is frequently more important to profits than is volume. Adding one or more complementary items to a line, and packaging them all in the same attractive fashion, with matching closures of Bakelite Molded, is often a sure way to increased profits. Many customers will be glad to buy two or three of your products instead of just one. If you are now selling a product, well made and attractively packaged, that has achieved widespread consumer acceptance, any new product you may introduce, if put up in a "sister" package, will

undoubtedly find its way to success greatly helped by the "family resemblance". Buyers recognize products by their packages.

Bakelite Molded is particularly adapted to the family package idea. It is possible to achieve exclusive designs, in attractive colors that will carry out the general architecture of the package and tie each unit into a line. This material is non-corrodible, and it will not stain or discolor the most delicate contents. You will find much of interest and of profit in our booklet 8C. We shall be glad to send you a copy.



BAKELITE CORPORATION

247 Park Avenue, New York . . . Chicago Office: 635 W. 22nd Street
BAKELITE CORPORATION OF CANADA, LTD., 163 Dufferin Street, Toronto, Ontario

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the symbol of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES



"Jewel glow" reflections that inspire the buying mood—
Beautiful dusting powder boxes that bespeak smartness,
modernism, and charm.

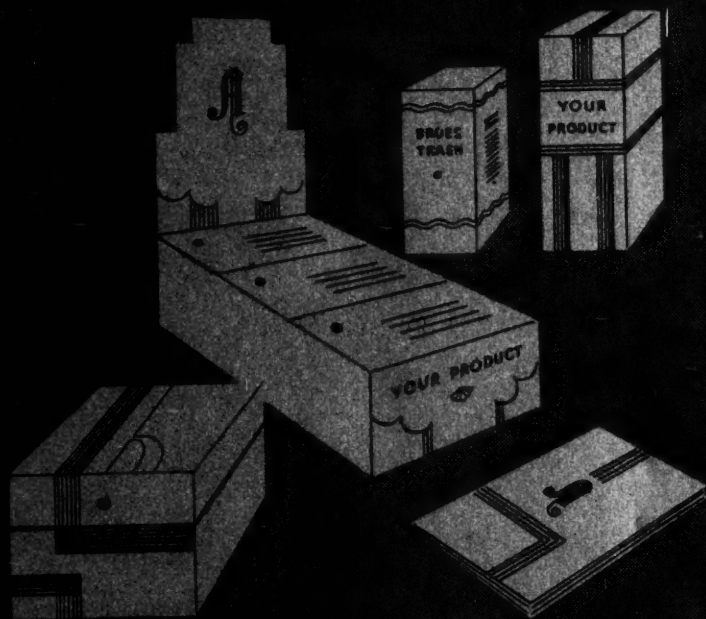
CONSOLIDATED SAFETY PIN COMPANY, Bloomfield, New Jersey

Owned by the makers of Chase Brass

NEW YORK SHOWROOMS: 200 FIFTH AVENUE

ARTCOTE

TRADE MARK REG. U. S. PAT. OFF.



EYE APPEAL

You spend time, money and effort to improve your product, its quality and appearance. Naturally, you expect to captivate the attention of the buyer. However, in most cases, the purchaser doesn't see your product first. What is seen is the package. From that package is gathered the first impression.

Give the buyer the right impression. ARTCOTE Gold and Silver Papers make a fitting complement to the finest of products. Labels and containers fashioned from ARTCOTE Gold or Silver Papers are bound to catch the eye. Their rich, gleaming, printable, non-ferishing surfaces and sturdy wearing qualities complete an effect in harmony with the product.

That is why ARTCOTE Gold and Silver papers are used on outstanding packages by foremost box-users and box-makers who demand papers that measure up to every essential requirement.

This sheet is ARTCOTE Gold Boxwrap No. 3308 with complementary back made especially for box covering. By using ARTCOTE boxwrap (complementary back) all where edges are eliminated, seams, scuffs, curled and worn spots become practically unnoticeable.

*By complementary back we mean that the gold paper has a yellow back which harmonizes with the display side of the paper and the silver paper a grey back.

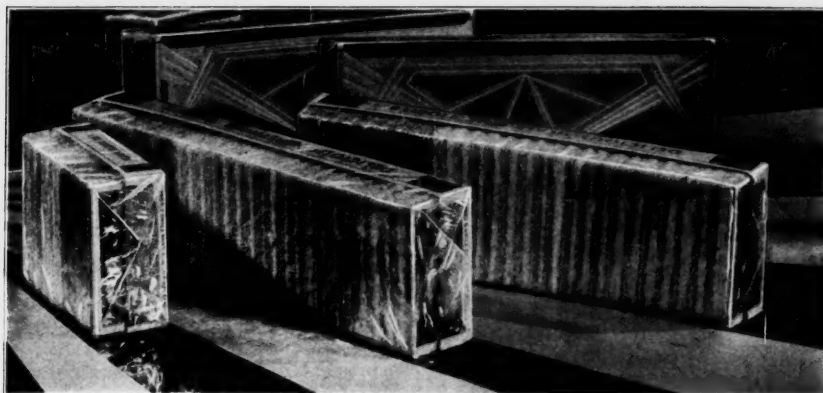
SPECIFY AND USE

ARTCOTE

GOLD AND SILVER PAPERS
MANUFACTURED BY

ARTCOTE PAPERS

IRVINGTON, N. J.

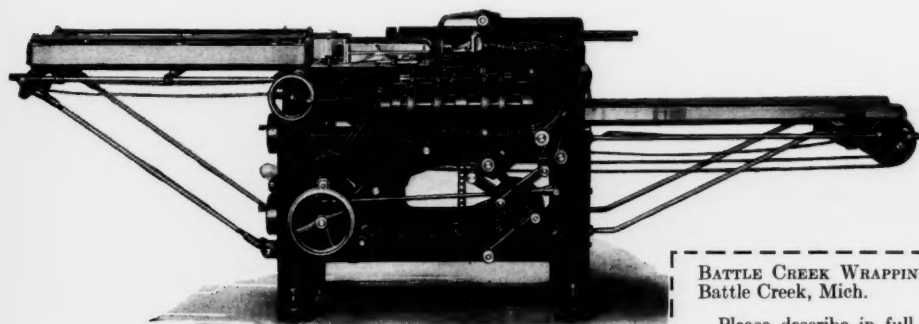


Sales Jumped— *When the Lid Came Off*

*. . . . and the Battle Creek Model 33
Transparent Wrapping Machine Made This Possible*

No need to wait and wonder any longer. Transparent wrapping does increase sales and Model 33 keeps your wrapping costs down. Its wide adjustability eliminates additional machines for other sizes. Its speed in adjusting for different sizes cuts wrapping time to a minimum. Further, Model 33 produces a steady uniform flow of moisture-proof packages at a speed that will cut wrap-

ping costs to the bone. Bringing economies even to products in the stage of limited volume, makes the Battle Creek 33 one of the most popular transparent wrapping machines on the market today. For full information and prices send a group of packages to be handled, or give dimensions and type of wrapping desired. Use coupon below if convenient.



MODEL 33

BATTLE CREEK WRAPPING MACHINE CO.
Battle Creek, Mich.

BATTLE CREEK WRAPPING MACHINE CO.,
Battle Creek, Mich.

Please describe in full and quote on Model 33 to
wrap in (paper) packages ranging
from (largest) . . . x . . . x . . . to (smallest) . . . x . . . x . . .
☐ Please have representative call.

Name Firm

Address

City State

MP 3-32

MARCH, 1932

15

Corner windows are worth more rent because more people can see the thing you have to sell. Corner lots and packages are much the same. They constitute valuable space. Their real value lies in the way they make it possible for you to trade with more people. If being seen . . . being known . . . is an advantage Martin Ullman can give you these advantages as surely as your landlord. The attractive package can put your product where more people will see it and will bring your business to the attention of more people. Beauty of packing appeals not only to the public but also to the retailer.

You can insure your business against fire . . . against theft . . . against many things, but there is no guarantee against loss of buying power except by keeping pace with a discriminating public, by re-packaging old products in containers more suited to modern tastes. To pack the most humdrum of merchandise in a plain or ordinary or dull wrapper would nowadays be

so obviously a waste of space as to amount to commercial madness. You can no longer ignore the amazing potency of design in the physical form of a package as an influence in building sales. It is an undisputed fact that through improved package design, products are able to strengthen their markets. Package designing is a highly specialized business in which there are many mediocre workers and a few able ones. Of the thousands of packages you see, only a few make any particular impression upon you . . . because only a few are designed by men who know how. All work produced by Martin Ullman is distinguished by that "touch of the master craftsman" which raises it above the level of the ordinary.

It is important that the design . . . the general physical appearance of a package should play a greater part than to be merely attractive. Properly handled, it may be made an important factor in producing results. SELLING VALUE as well as ARTISTIC VALUE is introduced into the design of every package handled by Martin Ullman.

MARTIN ULLMAN



MY WORK IS MY SPOKESMAN

Every firm's package should possess a certain characteristic individuality if it is to be worth all it costs. The importance of giving it this distinctive touch is often overlooked. It is not overlooked by Martin Ullman. Care taken in this direction does not entail greater expense . . . but it does require intelligence in personal attention from someone experienced in selling goods.

Martin Ullman is one of the most widely known and appreciated designers in the United States. He is constantly in demand by some of the largest firms. The organizations that employ him might use a cheaper designer but it is hard to point out what better use they could have made of the small difference in money that is involved.

In the interest of your SALES will you talk your proposition over with Martin Ullman whose phone number is ELdorado 5-6967 and whose studio is in the Postum Building at 250 PARK AVENUE, NEW YORK.

Offering you unbiased advice on methods of packaging. I do no manufacturing. My service embraces the planning of products, the physical construction of packages, designing of trademarks, labels, and packages, selection of shape, color and materials.



MODERN MERCHANDISING *demands Effective Labels!*



IN these days when most merchandise is called upon to sell itself in the store—the label ranks high as a sales aid. Many successful manufacturers look upon it as one of the most important parts of the package.

How about the label on your product? Is it as effective as it might be? Does it convey the impression of quality and dependability to the prospective purchaser?

Cameo Labels and Seals are playing an important role in boosting the sales of innumerable products. We shall be glad to send you samples and offer suggestions for increasing the effectiveness of your labels.

CAMEO DIE CUTTING & ENGRAVING CO.
140 West 22nd Street New York, N. Y.

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.



Emerald Green Jars



Emerald Green Squares



*Emerald Green Capsule and
Tablet Containers*

Emerald Green Containers —new sales builders

Owens-Illinois scores again by announcing three new glass packaging ideas which will be of interest to every pharmaceutical and proprietary manufacturer. They focus the telling force of color—an unusually beautiful emerald green—on your products' sales. These new emerald green containers—small squares for drops and other liquids, ointment jars, capsule and tablet containers—combine the smartness of today's

design trends with strictly ethical appearance. Every one of these containers is as practical as it is handsome. They present no problems for convenient filling, capping and labeling. These new emerald green containers are available without caps so that you may take your choice of a wide variety of interesting color combinations. We shall be glad to submit samples and prices at your request. Owens-Illinois Glass Company, Toledo, Ohio

OWENS-ILLINOIS
BOTTLES AND GLASS CONTAINERS

A.

And Now- HONEY *in Tubes*

Clean to Handle
Easy to Serve



© A.H. WIRZ Inc. 1932

Complete line
of applicators
and dispensers

Again the WIRZ near-century experience opens a broad highway to new markets for a popular sweet . . . honey in WIRZ Tubes. If yours is a food packaging problem, the answer may be a WIRZ Tube. Let us tell you about our service.

A.H. WIRZ Inc.
ESTABLISHED 1836

**COLLAPSIBLE
TUBES**

2300 W. Fourth Street
CHESTER, PA.



40 per Minute--Guaranteed

New STOKES Powder Filler

**Fastest Single-Auger
Machine on the Market—
Many Other Advantages**

FORTY per minute a conservative statement for all ordinary containers—high as 54 per minute on test. Ideal for face and talcum powders, spices, insecticides, and practically any powdered product. Fills tins, boxes, jars, cans, and cartons up to 9-ounce capacity. "Two-step" fill and other unique features insure *accuracy*,—the "no can—no fill" device an *absolutely clean* fill. Positive container carriers will not mar the most delicate labels or decorations. Easily and quickly "changed over" for different materials or containers.

Write for details, giving us data on your product, containers, and production requirements.

SEND FOR BULLETIN 15C



FJSSTOKES MACHINE COMPANY

Tube, Jar and Powder Filling Equipment Since 1895
5970 TABOR ROAD OLNEY P. O. PHILADELPHIA, PA.

New York Office—103 Park Ave.

Chicago Office—1207 N. Michigan Ave.

Los Angeles Office—1231 E. 7th St.

BOSTITCH

Solves Another Problem



A bumper crop . . .

Perishable produce . . .

Special containers
to be set up and packed . . .

Closed . . . sealed and packed again
in corrugated cases . . .

With speed a paramount factor . . .

. . . These were just a few of the problems causing a serious crisis in the packing affairs of a large distributor of food products.

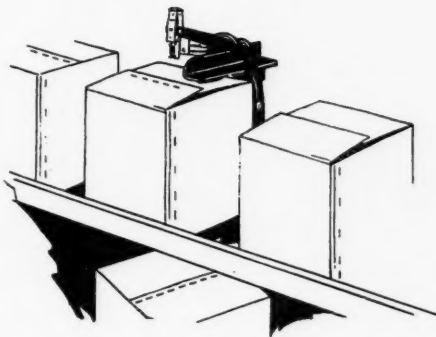
Someone had an inspiration.

"Bostitch !"

48 hours later . . .

Stock Bostitch machines . . . quickly adapted to these requirements . . . by the addition of special attachments . . . on the advice of Bostitch engineers . . . were maintaining a steady output . . . in unusual volume . . . from sorting table to railroad car.

If you have a similar production problem . . . get in touch with the nearest Bostitch office . . . there is one in every large city or send sample of the work to be done to our Engineering Department at East Greenwich, R. I. . . mail this coupon today.



BOSTITCH

THE MODERN METHOD OF FASTENING

BOSTITCH SALES CO., East Greenwich, R. I.

Gentlemen: Please send me copy of "Guarding Against Profit Thieves" ☐;
"Bostitch—a Method of Fastening Many Things" ☐

Name.....Address.....



ST

WE appreciate the compliments conferred on us by various manufacturers who have delegated to us that important phase of their sales promotion problem—styling the product and package.

Experience, gained over a period of many years of constant application to package design problems, enables us to render exceptional service to manufacturers confronted with such problems.

We do no manufacturing. Our ideas and recommendations are therefore unbiased.

As consultants and designers we offer you that vital but invisible asset to business vitality—creative resourcefulness and the outside viewpoint resulting in more desirable merchandise for the consumer and increased sales for the manufacturer—the logical result of improved commodities.

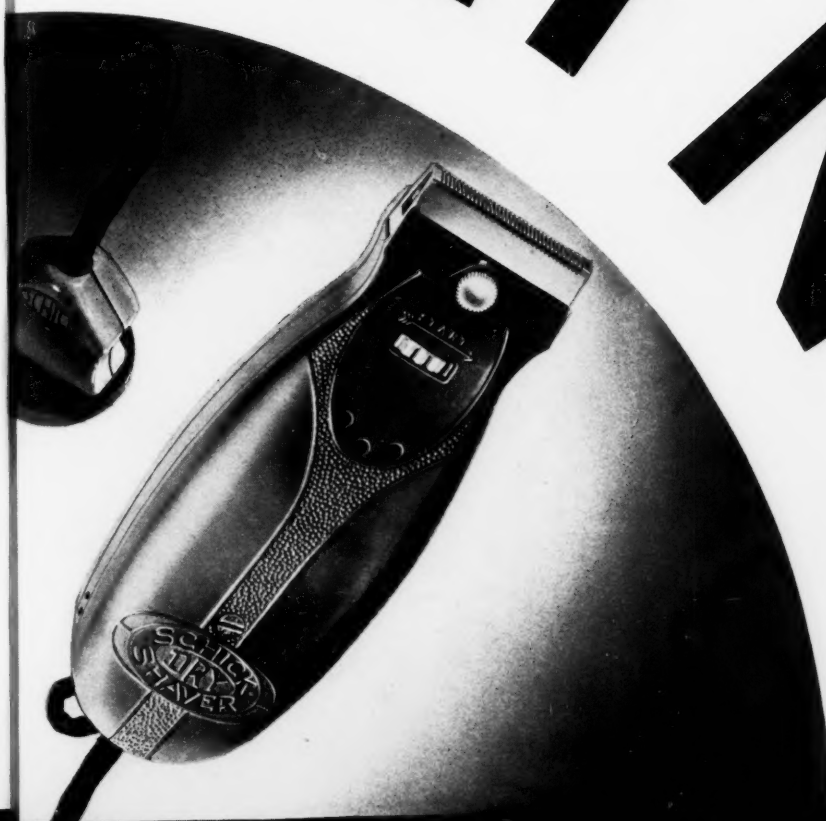
PACKAGE DESIGN OF



THE PRODUCT

THE PACKAGE

YOUNG



G ORP., 8 MURRAY STREET



NEW YORK





Our First
Factory
1921

Eleven
Years
of
Progress

R. C. CAN COMPANY

*Manufacturers of Fibre Cans
of all Kinds*

ST. LOUIS, MO.

Factories: St. Louis, Kansas City, Mo., Rittman, Ohio

22 MODERN PACKAGING



*The Hall Mark of
Quality and Service*

1932



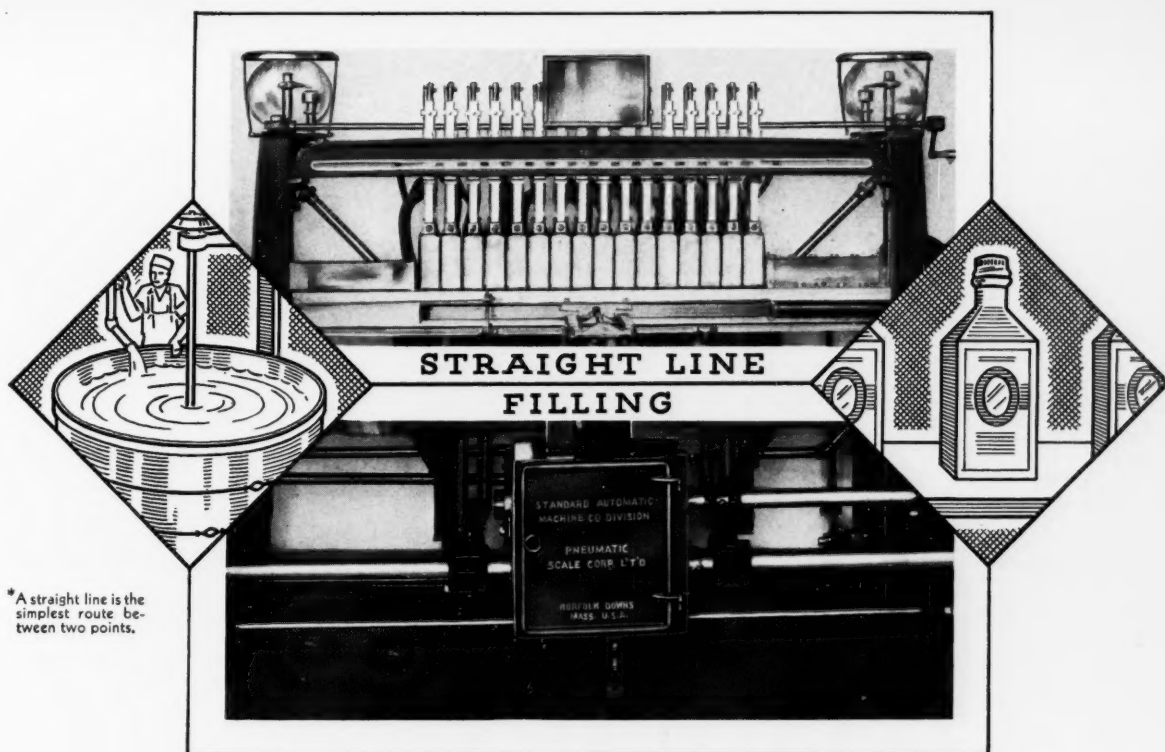
FACTORY No. 2 at RITTMAN, OHIO



MAIN OFFICE and FACTORY
121 Chambers St., ST. LOUIS, MO.



FACTORY No. 3 at KANSAS CITY, Mo.



*A straight line is the simplest route between two points.

*The straight line principle holds true in filling, too!

Simplicity means efficiency in machinery. Less moving parts means fewer things to get out of adjustment, less wear, greater operating dependability. Straight line filling is the most direct, the most efficient, the most dependable route for your product in moving it from the bulk to the container. Because it involves less complicated principles of machine operation than any other method.

Of the many companies using straight line filling, Father John's Medicine, Carter's Ink, Lea and Perrins Sauce, Waterman's Ink, Fletcher's Castoria and a number of others are using Pneumatic straight line fillers that have been in continuous operation in their plants from 10 to 15 years.

These and many other companies use Pneumatic straight line fillers not only because of their greater dependability but also for their great flexibility. Many of them fill several different products in different size containers on the same machine. And by means of a simple adjustment they are able to obtain a wide variation in operating speeds.

Pneumatic straight line filling offers many advantages over other methods—advantages that can play an important part in maintaining production and reducing costs in your plant. Write for more complete information to Pneumatic Scale Corp., Ltd., 71 Newport Avenue, Norfolk Downs (Quincy), Mass.

PNEUMATIC SCALE PACKAGING MACHINERY

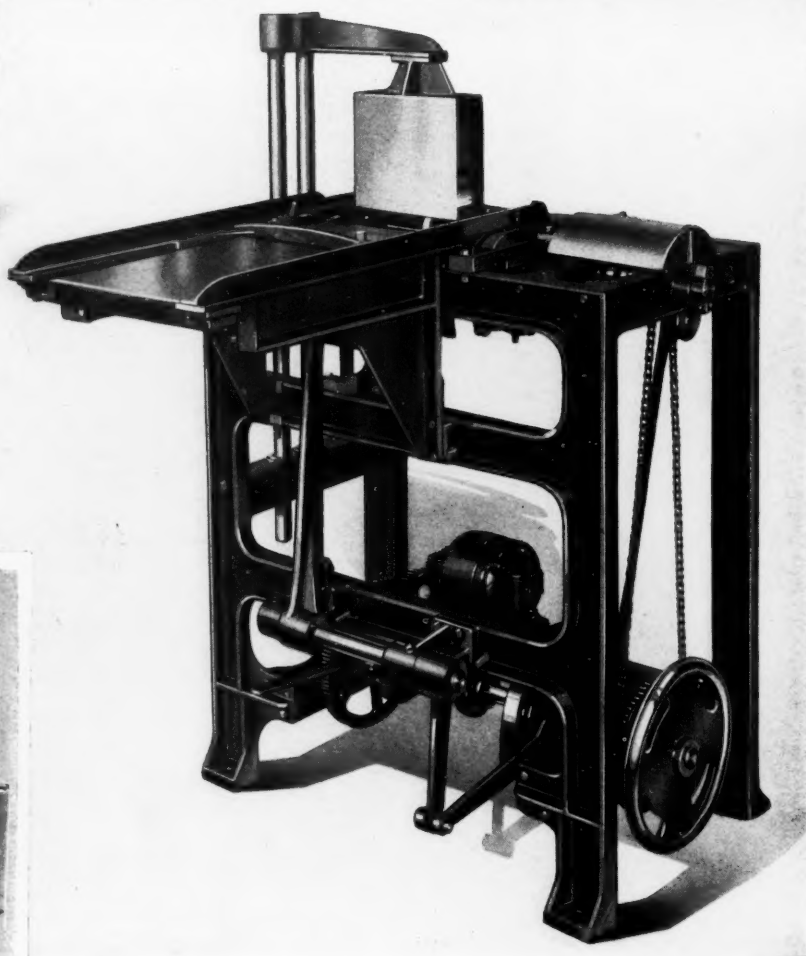
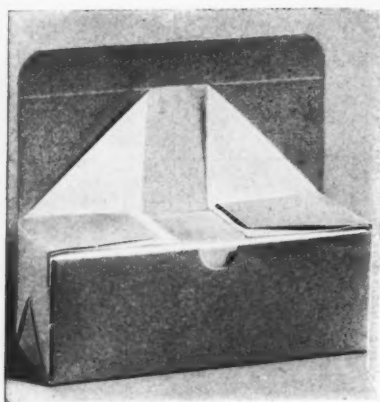
PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS
(QUINCY), MASS.

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Avenue;
San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and
Trafalgar House, No. 9 Whitehall, London, England

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines.

PETERS
JUNIOR
FORMING
& LINING
MACHINE



***This
Machine
Pays For
Itself
Quickly***

PERFECTLY formed and lined cartons are now available, on a production basis, to every small plant requiring cartons of this character.

One operator can form and line 35 to 40 cartons per minute with the Peters Junior Forming and Lining Machine.

It takes up but little space, and delivers cartons as perfect as those produced on the Standard Peters Forming and Lining Machine.

Since it represents but a comparatively small investment, it doesn't take long to pay for itself.

Let us submit all the facts and figures to you. Then you can easily determine the value of this machine in your package production department.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO. U.S.A





One more Hampden Box Paper

It's new - it's different - it's enticing

It makes you look twice

It adds a beautiful touch to any box

Its name is M. C. GLAZED CHINTZ 586

You will want to send for working sheets

They are all ready in a varied range of colors

Hampden Glazed Paper & Card Co. - Holyoke, Mass.



A VOSS Box is the hall-mark of quality—it gives charm and character to the product and creates an unmistakable impression of quality and genuine worth.

The tremendous influence that VOSS Boxes have on sales more than justifies their moderate cost.

May we show you how an original, smartly designed VOSS Box can increase the eye-value of your product?



KARL VOSS CORPORATION
HOBOKEN NEW JERSEY

UNMATCHED

IN speed, quality of finished product, and ease in making adjustments, there is no other machine made that can compare with the Model A-A International.

The significance of its many features are paramount, as all contribute to the making of a highly specialized machine for volume production.

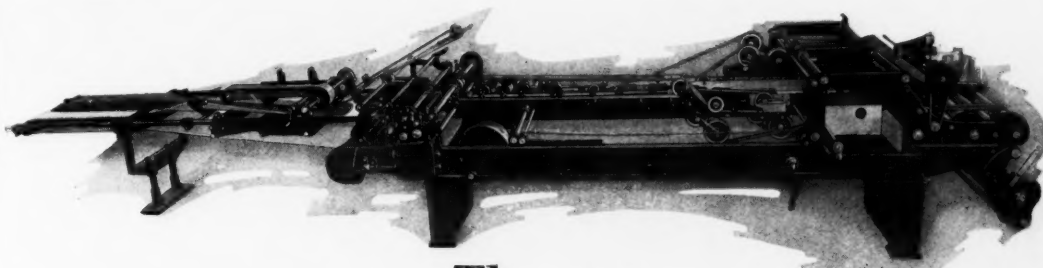
Machine attendants enjoy working under favorable conditions as it enables them to maintain uninterrupted full capacity of machine with practically no effort.

Perfect gluing is assured by the triple wheel glue pot on the new International. The wide wheel applies a very thin film of adhesive thus eliminating its squeezing out at the front and rear edge of folded cartons.

The automatic pressure feed prevents the peeling of stock or the marring of printed surfaces, thus insuring better-looking boxes, at a higher speed than is possible with any other gluer.



PERFORMANCE



The new
**INTERNATIONAL MODEL A-A
FOLDING AND GLUING
BOX MAKING MACHINE**

Another feature of the International that helps to cut production costs is the quickness with which adjustments can be made. The average time for size changes is only a few minutes. This makes the operating of the machine, for runs even as small as 500 pieces, profitable.

The new self-jogging double apron stacker increases by at least 30% the handling of small cartons over all other types of stackers. There are never any jams, no interference on cut-out or "freak" shapes, no complicated lifters, no smearing, no friction.

The new Model A-A International will enable you to produce high grade cartons at a surprisingly low cost.

Shall we send you our latest catalog and full particulars concerning the Model A-A International?



The **INTERNATIONAL
PAPER BOX MACHINE CO.**

NASHUA, NEW HAMPSHIRE, U. S. A.

WOOD ETCHINGS

...by

PILLIOD



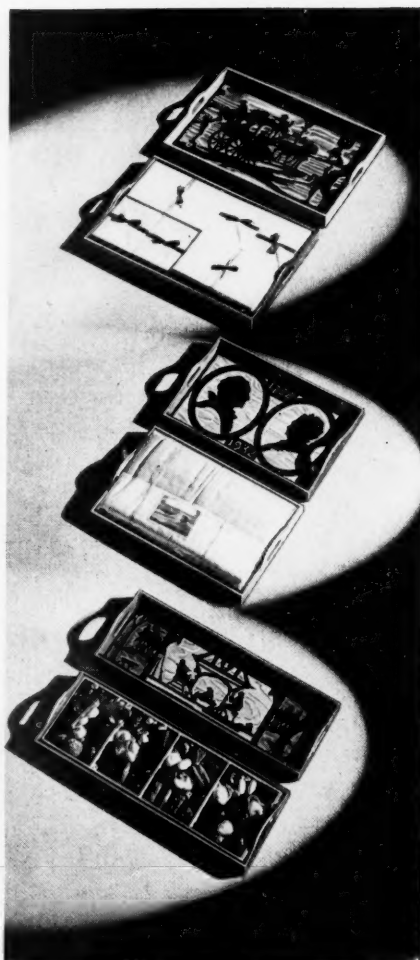
*"BEAUTY is that
Beauty does."*

*Container value is
measured by results
—not cost.*

*Before you buy, in-
vestigate Pilliod
utility containers.
They possess rich-
ness of character and
customer appeal.*

*Made in a wide range
of sizes, designs
and colors—the new
things—process
paintings and
Echwood for box
tops and trays. Re-
sembles hand carv-
ing and reflects cost-
liness, yet low in
price.*

Our
Thirty-Seventh
Year



THE PILLIOD CABINET COMPANY
SWANTON, OHIO

Where the Final Decision is made.



ON THE buying side of your dealer's counter, immediately before actual purchase, the final decision regarding which brand or product to buy is made. " " **P**REVIOUS advertising, even previous use of your product, avails nothing if at that moment the buyer's decision is reversed by a stronger appeal put before her eyes by a competitor. " "

TO SAFEGUARD your investment in advertising and goodwill, to clinch the sale at the point of purchase, put your goods before her eyes and right on the counter, in a display that really sells. " " " " " " " " " " " " " " " "

Forbes
BOSTON



Forbes Two Tier Display
Container is protected
under U. S. Patent
No. 1,704,531 dated
March 5, 1929

Have You

FAIRNESS and courtesy to competitors and customers

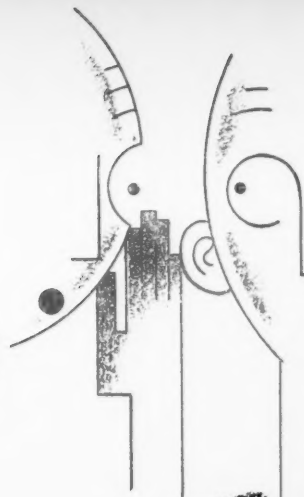
alike have, for 69 years, been rigid practice by Forbes. Full respect for the patent rights of competitors is an unswerving policy that has generally been reciprocated * * **A**DVERTISEMENTS imparting the impression that Forbes has lost suit for appropriating the patent rights of a competitor have recently appeared * * **N**O MENTION is made that this suit was filed against an electrical dealer and defended by

Forbes

BOSTON

Decision
U.S.

The policy of unlimited protection to our Client's rights will continue on this and all patents and devices manufactured by us



"THE FOURTH SUIT FOR AN INFRINGEMENT OF THE PATENT RESULTED IN A JUDGMENT IN FAVOR OF RENDERED MAY 22, 1931, IN THE U. S. DISTRICT COURT, EASTERN DISTRICT, IN AN ACTION DEFENDED BY THE FORBES LITHOGRAPH MFG. CO."

(From the advertising of a competitor)

heard
this?

Forbes to protect the rights of their client and his dealer. It is the opinion of the best counsel obtainable that the decision was erroneous and that the Two Tier Display Container made under Forbes Patent No. 1,704,531 does not infringe Patent No. 1,728,226.

That we, too, are convinced is attested by an appeal to a higher court which has been filed by the Forbes Company counsel.

Complete facts and correspondence regarding all points at issue will gladly be furnished to interested persons. * * * * *

FORBES LITHOGRAPH MFG. CO.

NEW YORK

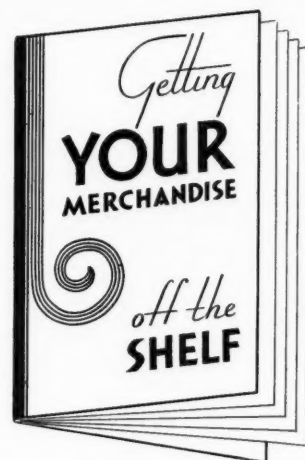
PHILADELPHIA

CHICAGO

DETROIT

ROCHESTER

While she waits to be waited upon Sell Her YOUR Goods



WHILE the buyer stands, purse in hand, before the dealer's counter, deliberating her needs, then is the time, there is the place to make your most powerful bid for her favor. "GETTING YOUR MERCHANDISE off the Shelf" is a big book cram full of ingenious ideas for putting your goods on the counter. Your name under your letterhead will bring it to you.

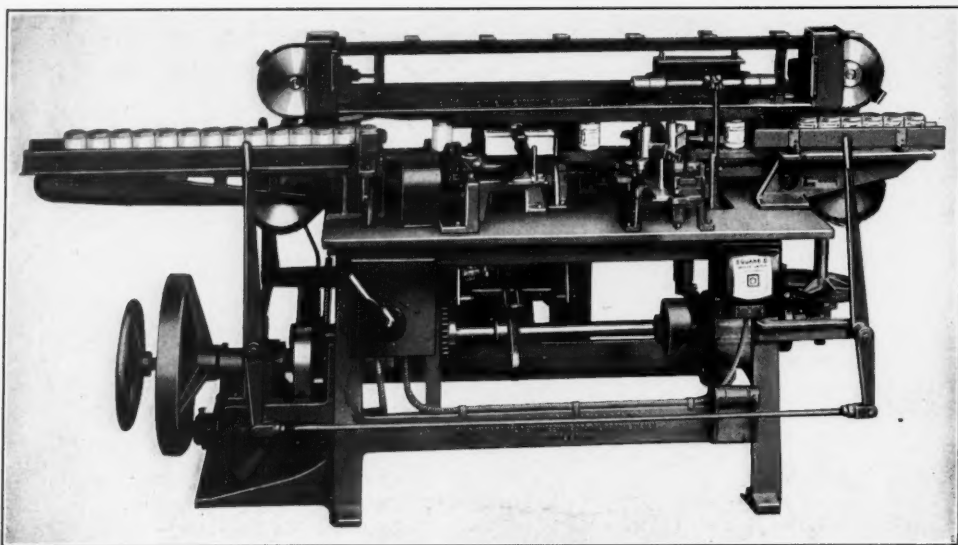


Forbes

BOSTON

DO NOT FAIL TO ORDER THE
JANUARY 1932 NUMBER OF THE
INTERNATIONAL ADVERTISING
ART ("GEBRAUCHSGRAPHIK"),
WHICH DISPLAYS OVER 200
EXAMPLES OF FOREIGN PACK-
AGES. PRICE \$1.50.

SEND ORDER WITH REMITTANCE
NOW, WHILE THE IMPORTED
SUPPLY LASTS, TO THE BOOK
SERVICE COMPANY, 15 EAST 40
NEW YORK CITY.



Difficult Labeling Successfully Done

with the McDonald All-Around Labeler

APPLYING fully gummed labels all around the body of bottles is one of the most difficult of labeling operations. Yet the McDonald All-Around Labeler does it with a perfection and speed that gives joy to production managers. At the rate of 60 bottles per minute, the labels are applied in a thoroughly clean, accurate, permanent manner.

Like all McDonald Labeling Machines it is designed on the straight-line production principle, which has proved to be the most efficient one.

May we tell you more about this All-Around Labeler, how it has solved the labeling problem for scores of manufacturers making nationally known products and how it can help you to get increased output and better labeling—at lower costs?



McDONALD ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

LOS ANGELES
443 So. San Pedro St.

LONDON

Windsor House, Victoria St. S.W.1

CHICAGO

1112 Merchandise Mart

Always a Bull's-eye

A large target graphic consisting of multiple concentric circles, with the innermost circle being the darkest and the outermost being the lightest. The target is centered on the page.

Ridgelo
CLAY COATED

Lowe Paper Co., Ridgefield, N. J.

If you are Aiming at
INCREASED SALES

And you are Sighting Thru
EYE APPEAL, —

You will hit the Bullseye
Most Frequently
If Your Package is made of

Ridgelo
CLAY COATED

Made at Ridgefield, New Jersey
by the
LOWE PAPER COMPANY

This Insert is
Ridgelo Clay Coated Folding Boxboard
Lithographed Both Sides



*Photograph of Booth Used by Modern Packaging
at The Packaging Exposition, Chicago*

ARE YOU ONE OF THE THREE BLIND MEN?

Packaging is a three billion dollar market. This huge sum is spent annually by thirty-two industries for packaging supplies, equipment and machinery. The "open sesame" to this market is described in our booklet entitled:

THE ELEPHANT AND THE THREE BLIND MEN

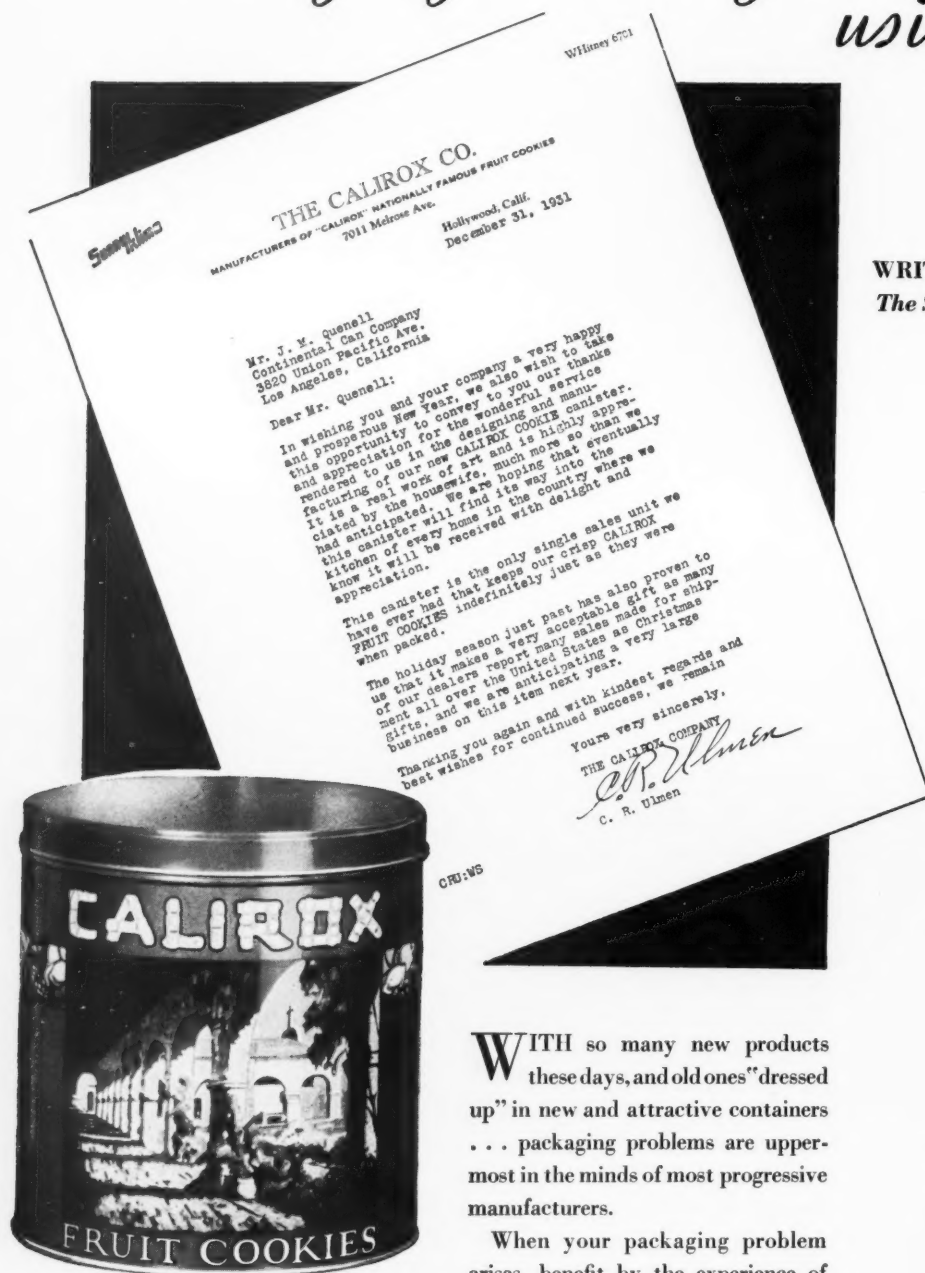
Write for it.

MODERN PACKAGING

Published by BRESKIN & CHARLTON PUBLISHING CORPORATION

11 Park Place, New York, N. Y.

A Packaging Service you should be using too!



Office nearest you. They can give you promptly, first-hand information, samples, and the benefit of many years of packaging experience.

They'll willingly work with you on any packaging problem, at any time . . . and you should profit just as Mr. Ulmen did.

CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

Smack
Hines

THE CALIROX CO.
MANUFACTURERS OF "CALIROX" NATIONALLY FAMOUS FRUIT COOKIES
7011 Melrose Ave.
Hollywood, Calif.
December 31, 1931

Mr. J. M. Quenell
Continental Can Company
3820 Union Pacific Ave.
Los Angeles, California

Dear Mr. Quenell:

In wishing you and your company a very happy and prosperous New Year, we also wish to take this opportunity to convey to you our thanks and appreciation for the wonderful service rendered to us in the CALIROX COOKIE canister. It is a real work of art and is highly appreciated by the housewife, much more so than we had anticipated. We are hoping that eventually this canister will find its way into the kitchen of every home in the country where we know it will be received with delight and appreciation.

This canister is the only single sales unit we have ever had that keeps our crisp CALIROX FRUIT COOKIES indefinitely just as they were when packed.

The holiday season just past has also proven to us that it makes a very acceptable gift as many of our dealers report many sales made for shipment all over the United States as Christmas gifts, and we are anticipating a very large business on this item next year.

Thanking you again and with kindest regards and best wishes for continued success, we remain

Yours very sincerely,
THE CALIROX COMPANY
C. R. Ulmen



WRITE • WIRE • PHONE
The Sales Office Nearest You

Baltimore, Md.
3500 East Biddle St.
Wolfe 9700

Boston, Mass.
131 State Street
Hubbard 7172

Chicago, Ill.
4622 West North Ave.
Spaulding 8480

Cincinnati, Ohio
2510 Highland Ave.
Jefferson 2201

Denver, Colo.
3033 Blake St.
Tabor 4261

Detroit, Mich.
1900 East Jefferson Ave.
Fitzroy 3292

Houston, Texas
Room 910—Second National
Bank Building
Preston 8674

Jersey City, N. J.
16th & Coles Sts.
Montgomery 5-4700

Kansas City, Mo.
Guinotte & Lydia Aves.
Victor 7250

Los Angeles, Calif.
3820 Union Pacific Ave.
Angelus 7111

Nashville, Tenn.
500 Benton Avenue
Phone 6-6682

New Orleans, La.
521 North Scott St.
Galvez 4145

Omaha, Neb.
8th and Dodge Streets
Omaha 1387

Passaic, N. J.
217 Brook Ave.
Passaic 3-2115

St. Louis, Mo.
P. O. Box 1242
Bridge 3550

Wheeling, W. Va.
Wheeling Steel Corp. Bldg.
Wheeling 3900

New York City, N. Y.
100 East 42nd St.
Ashland 4-2303

Chicago, Ill.
111 West Washington St.
Franklin 8711

San Francisco, Calif.
155 Montgomery St.
Garfield 7890

MODERN • PACKAGING

MARCH - 1932

VOLUME FIVE—NUMBER SEVEN

No Label to Mar Your Table

UPON THE DECISION of the Pantry Maide Products Company to manufacture and sell jams, jellies and preserves under its Pantry Maide label, an extensive and complete investigation was made of the American market. It was found at this time that no products of this type were manufactured to completely meet the

demands of the American housewife as to quality, flavor and appearance. Therefore, the first step to be taken was along the lines of product development. To produce the quality desired, it was found necessary to procure raw materials from all parts of the world; domestic fruits and berries, of some varieties, were not always

of sufficiently high quality to obtain a superior product. Only the best varieties of perfect fruits and berries are used in Pantry Maide jams, jellies and preserves. Special machinery was built to insure perfection in cooking and preserving the fruits and berries. The processing was developed along lines to preserve the natural flavors and appearance of the materials used.

In the development of a package for this new line of quality jams, jellies and preserves, a national survey of housewives in all stations of life and in all sections of the country was made. What had been suspected by the Pantry Maide Products Company was proven true. It was their contention that jams, jellies and preserves, rich in natural goodness, flavor and nutrition, should be as common an article on the table, at all meals, as



The full beauty of the crystal rose bowl jar for Pantry Maide jams, jellies and preserves is clearly apparent. At the left one of the products is shown completely packaged. And in the upper center, as it looks on a table, sans label, metal closure or any identification mark, and setting in the Compotier specially furnished with each purchase. Photo courtesy Phoenix-Hermetic Company.

salt and pepper, sugar, cream and similar items. They believe that the reason jams, jellies and preserves were not found on the table as frequently as they should be, was partially because of the style of container in which they were packed. The ordinary container discouraged their common use, due to its unsightly appearance or because of the inconvenience to the housewife, if she saw fit to remove the product from the container to a dish or service of some other kind. It was found that almost without exception, the original container was covered by large and unsightly labels and capped in the cheapest possible manner. In many instances, the cap was difficult to remove, and in removing it, was mutilated to such an extent that it could no longer be used as a cover. This accounted to a great extent for the absence of jams, jellies and preserves from the table, as no housewife who took pride in her table appointments would place one of these unsightly packages on it.

Styling a package for the new line of Pantry Maide

jams, jellies and preserves presented two problems. First, to style a container in keeping with the quality of the product and, second, to design a package that would readily reach the table at every meal. In searching the better shops, it was found that high-priced rock crystal compote pots or jars were in greatest demand and that the most popular containers had a large opening, making the contents easily and readily accessible. Upon this discovery, the problem of producing a jar similar in appearance and design was presented to the Hazel-Atlas Glass Company. Hundreds of models were designed and submitted before one was finally accepted. As a result of this work, the crystal rose bowl jar, in which Pantry Maide jams, jellies and preserves are packed, was developed.

Capping the jar offered no serious problem except that the cap must be designed to be in keeping with the rest of the package. Of course, the jar called for a cap which could be applied without use of threads or lugs.

The Phoenix-Hermetic Company's regular two-piece band cap answered the purpose. From the beginning it had been decided not to use gold color anywhere on the package, as it was noted that gold was used profusely in the designs of labels for cheaper products. This, of course, necessitated the development of a special silver-like finish for the caps to be used on the package.

Then the problem arose as to how to keep the label off the jar and yet readily identify the package to the consumer and dealer. To have applied a label directly to the container would, of course, have defeated the original purpose in designing the package. After having considered many ways and means, it was decided to wrap the entire package in transparent cellulose, this wrapper to serve not only as a vehicle for the label, but to protect the lustre of the jar and accentuate the natural colors of its contents. Tests also developed that such wrapped packages had a



Pantry Maide products packed in their graceful jars and wrapped in the luxurious four color printed transparent cellulose make an outstanding display with their accompanying counter and window cards. The latter are effectively lithographed and serve as prominent backgrounds

cleaner, fresher appearance after having been displayed over a period of time.

The problem of label design was next considered. As it was neither practical nor economical to paste a label on the transparent wrapper, it was decided to print the label directly on Cellophane. The label chosen incorporates the two colors which constitute a color scheme for both the package and all advertising material used in connection with the promotion of these products. These colors, silver and magenta, were found to blend more harmoniously and produce a more distinctive appearing label than any other color combination considered.

The wrappers, printed by Shellmar Products Company, make use of No. 450 plain transparent Cellophane in two sizes, one for the 16-oz. and the other for the 12-oz. packages. The unique design employed is printed in four colors and silver and the shape of the design was decided upon only after many sketches had been submitted and found unsuitable. It was necessary to use a design that would minimize the distortion that might

work giving the package an enhanced eye-appeal and interest.

An interesting treatment of the printing on this wrapper is the fact that it is done in reverse and the wrapper is applied with the printed side next to the bottle or jar, thus adding the lustre and sheen of the Cellophane itself to the printed design. This method of printing required that the name of the product, which appears in green, be printed before the buff background, which is an exact reversal of the usual procedure.

The wrapper is topped off with a silver foil, sunburst design, embossed seal, this seal bearing only the words, in a distinctive style of lettering, "Crystal Table Service."

To provide greater appeal for Pantry Maide jams, jellies and preserves from the housewife's standpoint, and as a method of introducing these new products, it was decided to develop a server for exclusive use with the package. After considering many types of compote services, the Imperial Glass Company of Bellaire, Ohio, designed, developed and patented a *compotier* of black, opaque glass as a companion piece for the Pantry Maide



A special counter stand has been provided to show the Compotier for Pantry Maide jams, jellies and preserves. Its use illustrated on the card and an actual compotier, usually displayed between two jars, stimulate sales for the products



The same color scheme and design has been adopted for the labels of Pantry Maide grape juice. Four sizes are shown from the giant half-gallon bottle to the soda-fountain individual size

occur through the stretching of the wrapper when it was applied in a wet condition to the jars. Once the shape of the design had been decided the development of the color scheme was taken up. The wrappers were to be applied to glass jars containing 15 or 16 different products, each having a different color and each, therefore, providing a background of a different color on which the design must stand out prominently. The first color selected was black which stood out against all of the different colored preserves. One by one the other colors were added until the entire design was worked out in a combination providing startling contrast but not disharmony. The final touch was the use of the silver net

rose bowl jar. Black and crystal being the latest in glassware, it was believed that the American housewife, who takes pride in her table appointments, would welcome with enthusiasm this modern table service. As stated previously, the Compotier is patented and can be sold only with Pantry Maide products. The Compotier answers another purpose—its lid protects the unused product at all times when not in use.

The Compotier is the main feature of the Pantry Maide selling campaign, and is to be used extensively in the introduction of this new line of products. It is sold with the product and at a price which guarantees the retailer the same margin of profit that (Please turn to page 81)

IDEAS

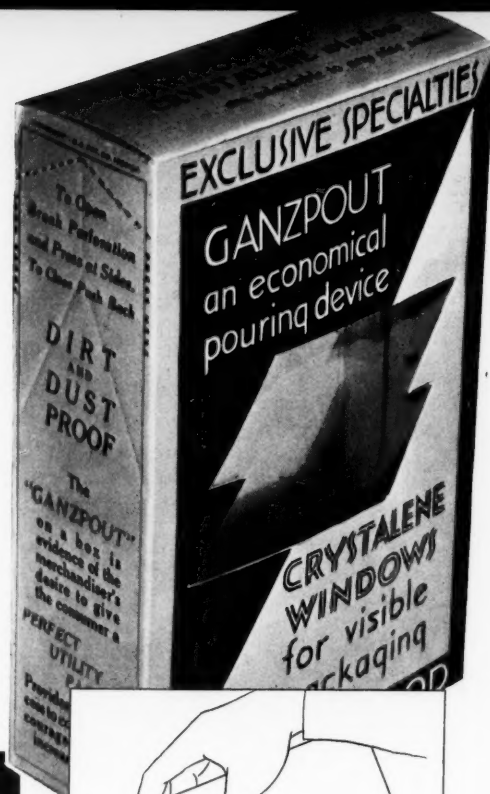
By Martin Ullman

"LOUDER PLEASE!" yells the fellow in the back seat... anxious to catch the first as well as the last word of the speaker...Pity him whose voice cannot reach the entire audience... Three cheers for the orator who knows how to fling out his golden words so that each thought rings with conviction. Of him you say, he speaks distinctly and clearly...with proper emphasis...with significant gestures so that you cannot help but comprehend..."Speak so that the lowest may understand and you may be sure the highest will have no difficulty" (Abraham Lincoln).

A package speaks for a product. Its design, shape, material and color can be made to say much and again much too much that means nothing...If its physical quality is dull and dreary, it lacks the attractiveness that makes one pick it up because its dress promises something of interest... Things offered do not always meet the eyes of those in need of them. The shopper's eyes are lost to you when your package is dwarfed by giant neighbors who rob it of light, liberty and the pursuit of currency...Every package that is put up is accompanied by the hope that it will sell. But in the battle of business, a package must have more than hope...Something for sale is one thing but selling it is quite another...It is one thing to wrap it, quite another to wrap it in the buyer's language...In every store you will find packages dusty from lack of use.

The purchasing public is always new and always old. Meaning that there is always a new purchasing public waiting...a newer edition of the same old public...If you are a manufacturer of an unusual product, it will pay you to present it to the purchasing public in an unusual way...As the clock ticks, new packaging ideas must be produced not alone in materials but more so in design... The simple and sober fact which has escaped most of you is this: The package is a voice...tireless and strong... which never falters nor fails in telling the merits of your product...It is a voice which can persuade, argue and convince...Properly designed it can put us through the gamut of emotional response...It can make us feel "distinct advantages"...it can make us taste "freshness"...It can make us see "quality."

The package is nearly always the climax of a story which was begun by an advertisement. The relation between the package and the advertisement is organic...Some packages defeat the very purpose which advertising seeks to serve. For instance, these specimens from a current issue of the *Saturday Evening Post*... "A modern cream, a new formula—it upsets time-worn shaving notions. Swifter, smoother, etc. No brush, no lather, no rub in"...so they put this brushless cream into the ordinary typical shaving cream tube...using a common design...Yet they ask "Will you break away from prejudice, from out-of-date habits?"...huh?... "The best pipe tobacco in America"...so they claim, but the package looks quite plain and ordinary...like every other tobacco in wrapping and design...far from "the best" appearance... "One taste—and what a difference you'll find in the flavor of the butter. Flavor as sweet and fragrant as the fields of dewy clover"...then put that "dewy clover" look into the design. The ineffective decoration, the starved lettering, the empty package look do not reproduce the impression of the product... "Don't judge these sheets and cases by their very low prices. This is an excellent quality muslin"...you'd never guess it by the old-fashioned wrapping and humdrum



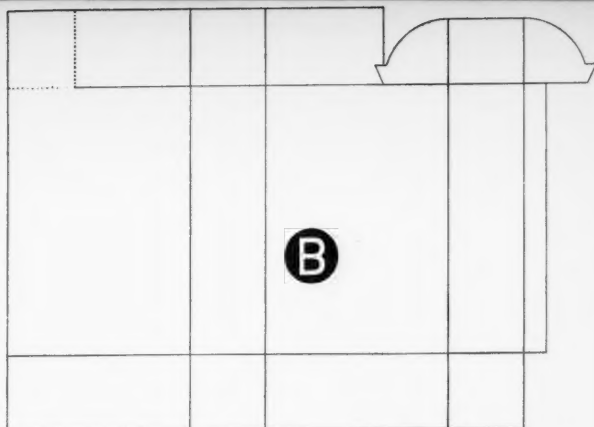
16

#16 POURING SPOUT for folding cartons...practical for many products such as sugar, cereals, soap chips, etc., made as part of the carton with perforated angle on side (see photograph)... to open break perforation and press on sides and pour as shown in drawings...to close push back...simple and practical...many so-called "spouts" require the addition of certain material to the surface of the container...In this case the production of the device is considerably simplified...effecting considerable economy in production...patented. (Submitted by A. JAY GANZ, Art Director, Hollywood Paper Box Corp., Hollywood, Cal.)

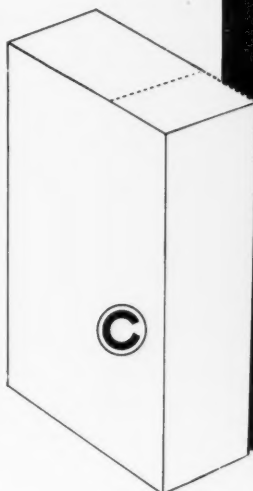
looking label.... "Rushed to you like a fresh food. Coffee insured against staleness"...so they put it up in a tin can and date it with appearance that looks out of date...far from registering fresh flavor... far from carrying a very definite appeal to the appetite.... "Here's a cereal (rice) that has everything you could ask for. Tempting appearance. Wonderful flavor. Crisp, crunchy goodness"...that's why they wrap it up in a package that looks like soap flakes...and so on and on....The package is a major advertising opportunity. It must do more than look nice. It must assist in selling the product. It must be made to support and heighten the intended effect.... "I am in earnest. I will not equivocate. I will not excuse. I will not retreat a single inch—and I will be heard" (Wm. Lloyd Garrison).

*****©1932 by Martin Ullman

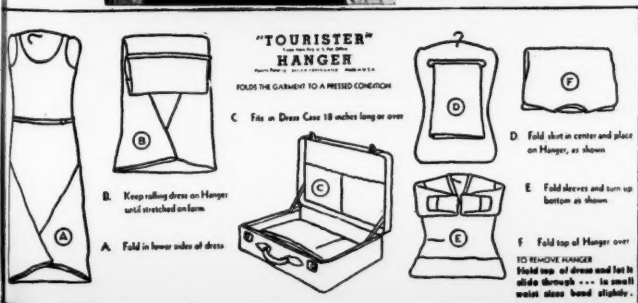




#17 **POURING SPOUT** for folding cartons... a low cost improvement whose forte is the easy access to the contents of the carton... It can be used successfully for flaked or grained products such as cereals, soap flakes, sugar, etc... It does away with the old unsanitary method of tearing or cutting open a corner of a carton... Made out of one piece board perforated and scored as shown in drawing (B)... When folded it has a double-sealed top which is airtight... dustproof and strong... no part of contents can sift through... Comes to consumer sealed as in drawing (C)... To open break perforation which brings the spout into play... Photograph (A) shows perfect control in distribution of contents... Press down to close to keep dirt and dust out... Economical and practical to produce... adds to selling value of product... To raise the standard of presentation or even to hold their own with competition on all sides, manufacturers must turn their attention, amongst other things, to the physical improvement of the carton... patent pending. (Submitted by MARTIN ULLMAN, New York)



#18 **"TOURISTER" TRAVEL PACKAGE**... hangers in package form... practical for the traveler... The package contains three hangers of heavy embossed cardboard... so cut that a dress or a suit can be folded around each hanger without becoming mussed and be ready to hang up at once when taken from an overnight bag... patent pending (Submitted by F. L. TRIGGS, Advertising Manager, Riegel Paper Corp., New York)



• INVITATION THE BIG IDEA AT A GLANCE
...write... pen that vague idea to paper and send it in... or make believe you're telling the Government how to run the country... vote the coupon anyway you please... and then use a postage stamp so it gets to me... More and more like the persevering postage stamp I'm sticking to the task until I get to you... write.

FILL IN. TEAR OUT. AND SEND TO

• IDEAS EDITOR

Modern Packaging, 11 Park Place, New York

I VOTE FOR



AS THE

NAME

FIRM NAME

STREET AND NO.

CITY

STATE

POSITION

COMMENTS:

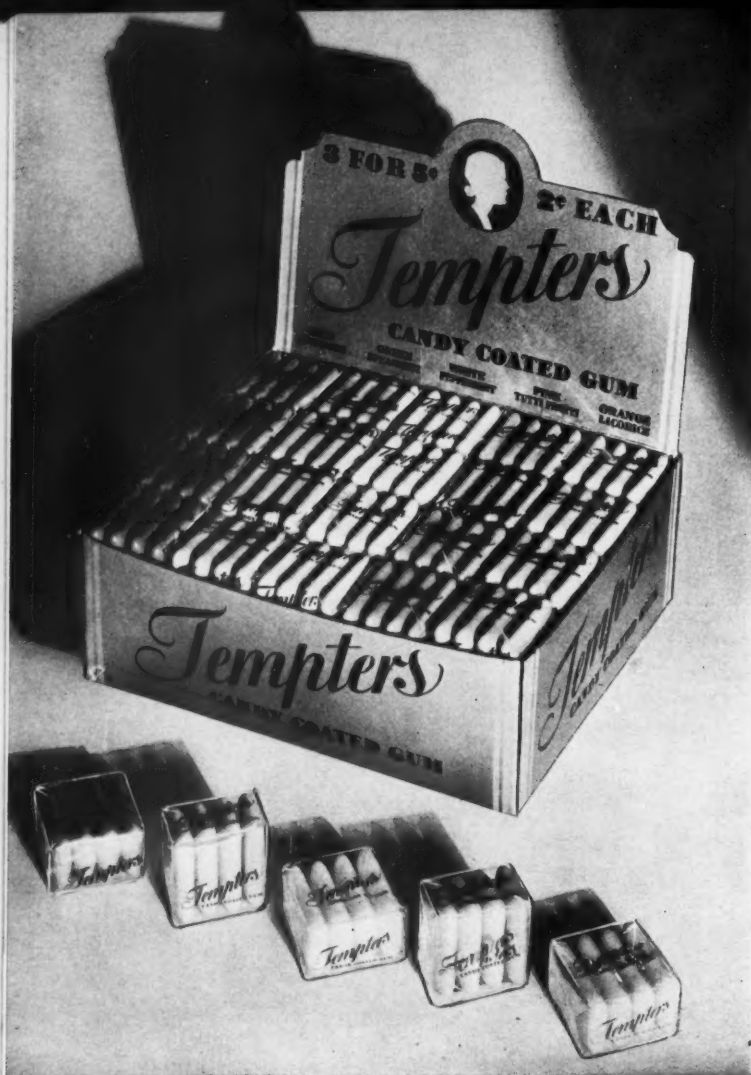


Photo by Rehnquist

The tray display box containing sixty packages of Tempters in the five different flavors

Innovation in Wrapping Gum

By Edward Thompson

OUTSTANDING and of significant importance in the utilization of transparent cellulose wrappings are two developments which now permit the continuous automatic application of printed transparent wrappings and the obtaining of a satisfactory heat seal for the package. Such progress has been possible only through the development of a process¹ which enables printing to be placed on the rolls of transparent cellulose, and the fact that the material² itself possesses heat-sealing qualities and does not require the use of solvents or other adhesives in sealing.

Making use of this moistureproof transparent cellulose printed in a continuous roll and special automatic machines which wrap and heat seal four-tablet gum packages at the rate of 150 packages per minute, constitute innovations of the American Chiclé Company at its

Long Island City plant.* It is of importance, also, that the wrapping material selected was chosen because of its heat-sealing qualities. The new wrapping and the machines are utilized in the production of the packages of "Tempters," a candy coated gum made in five flavors which appear in corresponding colors: cinnamon, red; spearmint, green; peppermint, white; tutti frutti, pink; and licorice, orange. For all flavors a colorless moisture-proof transparent cellulose wrapper is used and the printing of the trade mark "Tempters," which appears at regular intervals on the roll, is in blue ink.

The wrapping of "Tempters" required new and improved machines and these make a regular square end-fold, heat sealed. They also provide means for quickly and easily varying the speed to meet requirements. To accomplish the higher speed, the number of gum chutes has been doubled so that the tablets are brought down in eight chutes, instead of the four originally used in making up package wrappings for similar products. The (Please turn to page 80)

¹ Forbes Lithograph Mfg. Company.

² Sylphrap—Sylvania Industrial Corp.

* An article, "The Packaging of Chewing Gum," which described this plant, appeared in the October, 1928, issue of MODERN PACKAGING.

The Packaging Conference and Exhibition

FROM THE TIME of opening its doors on Monday morning, March 7, at the Palmer House, Chicago, the Second Packaging Exposition created an interest among visitors that did not cease until the exhibitors commenced to dismantle their booths on Saturday afternoon. The week was one of enthusiasm, and the many opinions expressed indicated an intense desire on the part of package users to learn every possible angle that may relate to the utilization of package machinery, materials and devices and their application in modern merchandising.

It was intended that the exposition would reflect current accomplishment with respect to packaging, packing and shipping materials, mechanical equipment, supplies, etc.; that it would show not only to buyers and users of unit packages and shipping packages, but to each section of the packaging and packing field, the whole scope of current endeavor, and that it would help every type of buyer and user to solve his problems in this field. And there is little doubt in the minds of any who attended that these purposes were attained.

The attendance exceeded five thousand, and doubtless would have totalled many times that had no restrictions been placed on entrance requirements. However, the policies governing admittance to the exposition confined that privilege to those invited by exhibitors. Exception was taken to such a plan, on the basis that many others, interested in packaging, would have visited the exhibit had the restrictions not been so stringent. Every exhibitor, in expressing an opinion, stated that the results equalled or exceeded expectations, and it was agreed generally that this year's exposition was an improvement over that of last year in quality and in the diversity of the exhibits shown.

The February issue of MODERN PACKAGING included a list of the exhibitors, together with a brief outline of the exhibits shown by each and the names of attending representatives. It would be impossible to express, either in words or by illustration, a complete picture of the exhibition floor. Each exhibit was carefully planned and made excellent use of its allotted space. The colorful display of packages and their appurtenances and the rhythm of the various types of packaging machines and devices in actual operation were most impressive, not only to the neophyte but to those who may claim a pioneer experience in the field. The exhibit could well have been termed "packages in the making and at work," for practically every step, if not actually shown, was intimated or demonstrated in understandable form so that the visitor was able to secure constructive aid in the consideration of his individual packaging problem.

Sharing honors with the exposition, the conference sessions were well attended, and the several papers

presented occasioned a mass of constructive discussion. The first formal session was opened on Monday at 10:00 A.M. with George R. Cain, of the advertising department of Swift & Company, presiding. The first speaker was Katherine Fisher, director of Good House Keeping Institute, International Magazine Company. Miss Fisher, in regarding packages from the consumers' point of view, presented an excellent interpretation of the subject, "What the Well Dressed Package Should Wear," emphasizing the need of introducing practical considerations in the planning of packages in order to retain the interest of women buyers. "The package, through changes in its design, has encouraged the development of new uses for a number of products," said Miss Fisher. "It has brought out many products in new and more convenient forms and it has made possible the merchandising of ready-to-use and semi-ready food products."

"Packages that have not changed their dress for decades are becoming as out of place in an up-to-date package parade today as are the costumes of those past decades in one of our Spring fashion shows," continued Miss Fisher. "However, to the consumer the well-dressed package is not only attractive and up-to-date in design and color; it is a package that adequately protects the contents and makes them easily accessible. It very clearly reveals the nature of the contents to the purchaser and if necessary gives clear directions as to their use."

"Mystery is often alluring, but it is discouraging when applied to the unopened package which should hold little mystery for the consumer. From every angle it should be a sponsor of the product it offers. And it seems almost unnecessary to say to you that except for the so-called 'luxury products' which may sometimes be carried in packages that soar far above them in cost, the package should add as little as possible to the cost of our staple products. With the appearance on the market of any new type of package, we are frequently asked this question by thrifty consumers, 'What does it add to the cost of the product?'"

"Of course the question of cost is closely related to that of convenience. Consumers may realize clearly that, in comparison to what they pay for the contents of the large 'economy package,' they usually pay more for the same amount when buying it in small packages. Yet, as you know, small packages are making a strong appeal because they so often more adequately meet immediate needs as to storage and also use. Indeed, they not infrequently prevent the waste involved in the deterioration of perishable products in opened packages, because of delay in their use. The small package may therefore represent a valuable service to con-

sumers, not only in convenience but in actual economy in dollars and cents.

"Our grandmothers bought sight unseen products in bulk unidentified by the manufacturer. The package has changed all that. It has become a shopping guide to quality—it guards the product and its label has made the Pure Food and Drug Act possible. With the present trends in design and in color, and in the use of new and



Awarded the Irwin D. Wolf trophy "for the best package developed and placed on the market," Linit was favored because of its high visibility, cleanliness, clearness, freshness, simplicity of design and appropriateness of color.

attractive materials for the package and its wrappings, shopping is no longer a question of drab brown paper bags and parcels. It is a gay adventure."

Ben Nash, merchandising counselor of the Ben Nash Products Development Company, the second speaker on the program, pointed out that the effective package must sell itself "on sight" to the consumer. During the allotted time, Mr. Nash crowded a wealth of information into his address, "What Makes an Effective Package," and to further elaborate his remarks showed a number of actual packages. "Products, after all," said Mr. Nash, "should always be their own best advertisements and salesmen." In the stores where they are offered for sale—on the dealer's shelves and counters—our products, packages or method of packaging largely perform these sales functions for them, but this only in such measure as they are able.

"Advertising and promotional publicity of all sorts are more vital than ever to the sale of our products in times like these, but with reduced appropriations for such sales promotive efforts now to some extent enforced, we will do well to look to our products themselves and to their packages. The state of business today makes it only the more timely and imperative to weigh right now the bearing of these influences on our own individual products and their packages—both for the immediate present as well as the future. When we evolve from this era of curtailed buying and more constructive thinking we will be sure to find better products in more appealing packages than ever before.

"These new self-selling products should show a greater return for the advertising and promotion dollars of the future. The products which once dragged and burdened the advertising and selling budget because they had nothing to say for themselves at the counter will do something to look back at in wonderment.

"The package which only protects the product and explains the contents as in the past, has become an ineffective competitor. Regardless of the amount of pre-selling support it may enjoy, through advertising, the effective package must act as its own salesman when the consumer comes in to look about, to choose or to buy. It cannot lie back and rest upon the promotional pre-selling. It must literally stand up on its own and through its individual sales appeal augment every promotional dollar spent in creating a consumer demand.

"The changing selling methods of individual retailers and chains and the new buying habits of consumers have greatly stimulated the creation of innovations in packages which help sell the goods they contain, and the manufacturer's modern merchandising methods are being kept constantly attuned to these changes.

"As it appears from my experience, an effective package is not achieved through any single phase of the art of packaging. Frequently we seem satisfied when we have changed our package in but one particular. We may have changed the shape—or the design, or the material or thought that a change in color was our total answer.

"An effective package is not the result of paper cardboard, glass, transparent wrapping, art work, color printing or plastic embellishment alone. An effective package is the result of a sound and fitting merchandising conception which skilfully uses packaging resource or material which will help make a self-selling product that invites possession."

The first of the two package clinics was held Monday afternoon, the other on Tuesday afternoon. Both of these were conducted under the chairmanship of Irwin D. Wolf, Secretary of Kaufmann Department Stores, Inc., and vice president in charge of the Packaging Conference, Clinic and Exposition, American Management Association. It was specifically requested that, due to the frank nature of the discussions following the presentation of each group of packages offered for comment, no public mention be made of the remarks offered at either of these sessions. In all, a dozen groups of packages, each representing nationally known products, were discussed, the expressed opinions being mainly those which related to shape, color, typography, style and utility. The procedure, followed in every case, commenced with a brief description of the group by a representative of the product manufacturer. Following comment from those in the audience, a summation was given by one of the selected judges or package specialists. As a result of these clinics several definite trends were indicated, these being as follows: The name of the product on the package should be easily read, and understood; purpose of the package should be considered in deciding on its size and shape; colors used should

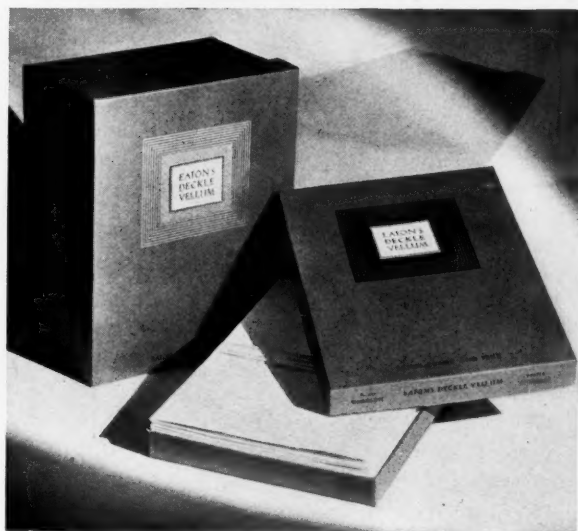
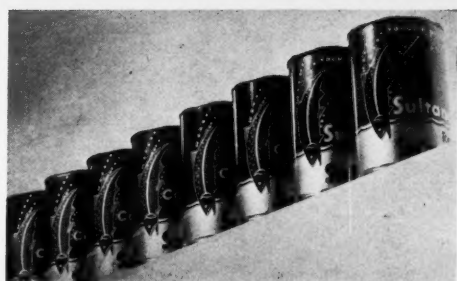
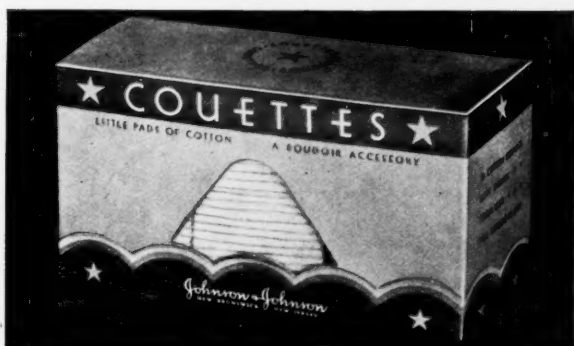
consider consumer preference and product significance; package should immediately convey purpose of product; package elements (shape, size, color, etc.) should be in harmony and should supplement each other.

Arthur S. Allen was the first speaker of the conferences on Tuesday morning, his subject being, "Color in Package Making—Old and New." This session was presided over by Arthur H. Ogle, assistant marketing director, Bauer & Black Division of The Kendall Company. Mr. Allen outlined the fundamentals of the Munsell System of color notation, making use of the color wheel and various charts to present the several points emphasized in his talk. This was followed by an explanation of the steps taken in the design and execution of

several packages and a contrast between them and the packages formerly used. Particularly worthy of note, in connection with the showing of these packages, was the use, by Mr. Allen, of enlarged models of the actual packages which enabled the audience to follow his discussion and exemplification.

Among the most constructive attempts which have been made to secure information which would be of practical assistance to those concerned with packaging, is the survey, now being conducted in St. Louis by the Department of Commerce, covering one thousand drug store packages. The results of this survey to date were presented as the second paper of Tuesday's sessions by B. B. Aiken who, with Wroe Alderson, conducted this

Five of the eleven honorary awards made in the form of certificates for groups or classes of packages. The complete list with the names of product manufacturers and designers appears on page 54



work. From the standpoint of offering usable information, it is doubtful if any paper given during the entire conference promises more widespread interest or should be accorded a closer study. The wide range of packages considered, the searching nature of the analyses made and the completeness of the figures obtained, enable certain definite conclusions which will be of exceptional value. It is understood that the complete results will be published shortly by the Department. The following is an abstract of Mr. Aiken's address:

"Most manufacturers are probably aware of the inherent advantages of package change; also, many are beginning to capitalize on them. Picture, though, the state of mind of the manufacturer seeking package modernization. He is faced with obstacles within his own organization—die-hards whose lease on life seems renewable at will. He is bewildered by the variety of, and it seems to him, opposing points of view among package specialists, designers, colorists, etc.

"With any product which takes of the nature of a tool or instrument there is a definite basis for determining size; a toothbrush, for example, has its size determined within very narrow limits by the use to which it is put. Individual requirements variation is not the only difficulty. Among the 46 groups of drug store products surveyed in the present study of one thousand packages, 19 showed a single size of contents clearly predominating; in almost all the prevalent unit was found to be either 32, 16, 8, 4, 2 or 1 ounce. Commodity groups in which these quantities predominate spread over a wide field and it is difficult to see what they have in common.

"The determination of size of contents, in practice usually means the selection of a range of sizes as one way to meet variation in consumer requirements. On new products several sizes may be offered for a test; later it will be found possible to drop, say, half the sizes. However, the basis of size determination cannot be fully settled without considering two related matters, namely, the list price and the external measurements of the package.

"From the entire analysis of size determination it is apparent that external dimensions of the package are most significant, list price of secondary importance, while the size of contents has the least weight of all. Some suggestions with regard to the process of size determination may be hazarded on the basis of the data in hand; this does not purport to be an ideal process, however. First, decide what impressions or suggestions it is desired to convey to the consumer on the basis of external dimensions. Second, consider whether to make the package of the same size or of a different size as the leader in the field; remembering always that the consumer has registered approval of this size by actually purchasing the leading product. Third, if it is desired to diverge from the typical it appears that the divergence can more safely be upward on the small packages and downward on the large ones.

"Determining factors which establish the basis for selecting an essential container may be summarized as follows and assigned an importance in line with rank in

this list. First, physical nature of the product; second, method of application; third, production economy. The materials used in packaging are, on the whole, well established. The essential container for liquids remains the glass bottle; for creams, salves and pastes usually the jar or flexible tube. The tube predominates with the creams, and the jar with the salves and pastes; a few creams are packed in bottles while the tin box or tin can is used sometimes. Although the tin can is the essential container for powders there was noted a variety involving the bottle, paper box and other types of containers. The greatest variety was found in essential containers for tablets, pills and capsules—bottles, boxes of tin or paper, paper cartons. Soaps were found in a variety of containers or in none at all. From the merchandising standpoint, however, there is some reason to expect changes in this field although most of the new materials proposed are more adapted to protective wrappers than to essential containers.

"The determining factors for the protective wrappers are not so much the physical nature of the product as the character of the essential container. The two dominant situations as to protective wrappers are to have no wrapper at all, or to make use of the paper carton, or such typical protective wrappers as paper, wax paper, tissue paper, glassine and transparent cellulose. To what extent is this an open choice to the manufacturer considering a new package? The tin can is usually presented with no wrapper; the bottle, the jar and the flexible tube with paper cartons surrounding them. The answer probably lies in the points of contrast between the tin can and the other essential containers mentioned. The tin can presents a flat surface which takes color and printing effectively and economically; it is not so fragile; it is opaque. The paper carton adds to the bottle, jar, and tube, protection, flat printing surfaces and opacity. Which of these qualities is of most importance? The paper carton offers little protection to certain types of the larger bottles. On the other hand it offers excellent protection for the jar and tube; for the tube it would seem that the retention of the paper carton is likely on the ground of protection alone, since the tube presents advantages over the tin can for taking color, presenting a printing surface, and opacity.

"A related problem is the protection of containers in shipping; the paper cartons undoubtedly aid here and facilitate packing to some degree. On the other hand many glass bottles and jars are transported about the country without any such protection through the use of protective shipping cases. The paper carton does present excellent printing surfaces; it partakes of the elements of an individual 'billboard.' The importance of this depends to some degree on the significance of the message the manufacturer may have to present on the outer protective wrapper.

"The important thing is for the package to identify itself instantly with the advertising of the product, which the consumer may have read. The first principle in securing this identification is to give the fullest possible emphasis to the designation (*Please turn to page 54*)



The Art Student & The Package

By

Matlack Price

Instructor at Pratt Institute

ON THE PROGRAM for an exhibition of packages and containers eleven years ago I stated: "Close to the main highway of commercial art lie several less-traveled roads leading in the same direction, but long in need of guide-posts and better acquaintance. One of these, and one of the most interesting, is that detailed consideration of advertising which concerns itself with the packages or containers in which the public is offered such articles as tea, coffee, foods, tobaccos, candy, stationery, perfumes, soaps and powders, and a variety of other commodities. The elements entering into the question of package design constitute three distinct kinds of possibilities—advertising, merchandising and artistic. . . The package, speaking in general terms, should be so designed as to make friends, to be attractive, pleasing, distinctive and appropriate. . . The package has been demonstrated as a powerful factor in introducing new products and increasing sales and successfully meeting competition in existing products."

All of these remarks are as true today as they were eleven years ago—but an almost incredible amount of progress has taken place in the interim. The well-designed package is now in a fair way to become the

rule rather than the exception. Much of the mystery that once surrounded package design is now lifted. Artists and designers, once either indifferent to package design or forbidden to think of it at all, are now asked to submit sketches and dummies. Their taste and training are now seen as essential to the creation of the modern package. Add to this the improvement of the mechanical production of packages and the use of such new materials as phenol resins, micarta and transparent cellulose, and the field is further broadened.

The concern of this article, however, is with the relation of the art student to package design, and the extent to which his contribution is significant. It has long been the habit to accept the idea that art students are impractical, and even today the idea is so prevalent that it is in need of re-examination. Art students, in the first place, are not all of one kind, nor is their instruction all of one kind. Consequently their output is not all of one kind. It is to be remembered further that the student offers, to balance his natural inexperience, a quality of unspoiled originality, of fresh viewpoint that is of peculiar value and importance in the field of package design. And when these qualities are guided



Left: The method of affording an expression of originality, not only in the package but in the name of the product as well, was effectively used in this design problem for a toothpaste product at the school of Fine and Applied Art, Pratt Institute.

Below: Suggested labels for well-known products by students of the Institute.

by highly realistic instruction there are results such as the designs illustrated.

The realistic point of view—which is to say the professional point of view—is definitely taught at Pratt Institute. Package design is presented to classes in advertising art as a highly *conditioned* form of design, not as a field in which their fancy may play untrammelled. Every practical angle, every restriction which can, in the nature of any given problem, be known or imagined, is defined and discussed. The opportunity and scope for originality are segregated from the practical

necessities involved, whether these be in the merchandise itself, in the practical manufacture of the package or in the matter of cost.

In one advertising art course at Pratt Institute package design, considered both subjectively and objectively, is put up to the student somewhat in this manner, in a tabulated list of essentials:

- A. Above all, the package must be *definite* in shape, color scheme and character.
 - B. Must have *recognition-value* and *memory-value*.
1. Consider nature of product (idea to be expressed).
 2. Means of expression (a design consideration) of color scheme, shape, lettering, etc.
 3. Dimensions and shape (conditions) dictated by contents.
 4. Design as related to shape, to nature of product, to contents.
 5. Color scheme by itself (intrinsic), as related to nature of product, and as related to other packages in group.
 6. Lettering as related to the specific package, as related to advertising and as related to other packages, if any.
 7. Visualization by means of dummy for shape, color, in use or in store, on the printed page or on the poster.
 8. Mechanical and cost considerations.

It will be seen from this outline that these students are not, either first or last, allowed to see package design as purely academic, as a matter involving nothing but artistic considerations. It is presented as a problem in design highly conditioned by various points unrelated to pure or abstract design.

One exercise in the realistic viewpoint is the presentation of a class problem in which it is proposed to redesign the package of an existing product. Such a problem accepts the conditions of the package as it is

Photos by Rehnquist



taking its physical proportions and its actual construction, and supplying a new design and a new color scheme, though in evolving the new color scheme the student is not allowed to suggest any departure that would increase the present cost. The designs for "HO" and "Quaker Oats," shown in one of the illustrations, demonstrate the readiness with which the student mind seizes the opportunity to modernize old packages—the results here comparing not unfavorably with the recent professional modernization of the old "Bon Ami" package.

When the intention is to afford an expression of originality, the student is required to originate not only the package, but the name of the product as well. This is to prevent the unconscious bias that often results from the student's inability to forget the existing package. This method was utilized effectively even in one of the classes devoted to lettering, where a problem was given out to design a folding carton, white stock, two printings, for "a toothpaste," in the familiar tube form. The entire design of the carton was to consist of lettering, and a maximum display effect was to be obtained with this, making full use of two flat printings and the color of the stock. The results were remarkably good.

Similarly, a problem of origination was given to a class training to be teachers of advertising art. This group, working under the tabulated list of package essentials, produced dummies in full color showing original designs for cigarette packages and for a folding carton to contain a jar of cold cream.

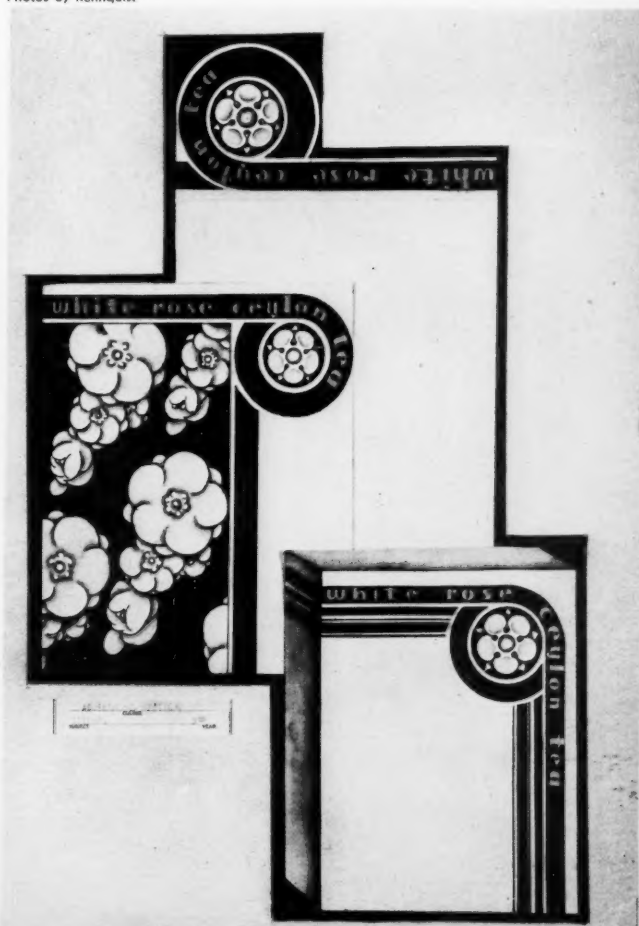
Among the most interesting package designs produced by an advanced class in advertising art was a group of stationery boxes, and in another class the students not only designed the boxes but styled the stationery itself.

There is nothing superficial in this kind of work, for the students are made to see package design as a proposi-



Original suggestive designs for cartons of cold cream jars and cigarette packages as created by an advertising art teacher-training class at Pratt Institute. Two other suggestions for cigarette packages are shown on the first page of this article

Photos by Rehnquist



A drawing by one of the students of the School of Fine and Applied Art, Pratt Institute. Here this well-known product is given an entirely new dress—suggestive, of course—but one which, in addition to its obvious originality, carries all the fundamentals of good package design as taught in this department of the Institute



Four interesting results of a "styling" problem in designing stationery boxes by students of the School of Fine and Applied Art, Pratt Institute



An effective counter display card for Creston brand salmon as drawn by students of the Institute, which has a definite stamp of originality and all the essentials of good design.

tion in merchandising an actual article, as well as an art problem in pure design. They have acquired, moreover, a reassuringly sane point of view with regard to the modern trend in design, in lettering and in the general styling of their work. The good in modern design seems to have been accepted on its own merits and effectively used; the bad, rejected and ignored. There is ample evidence of an alert, creative spirit, a feeling of infinite promise for the future of these newcomers in the professional field of package design.

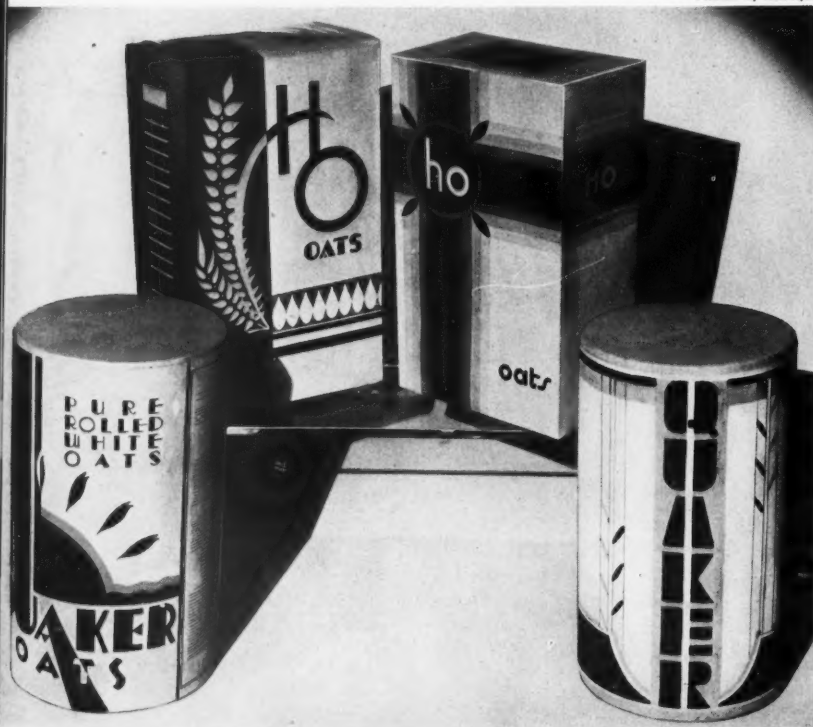
It is true that they have much to learn, but it is equally

true that intelligent and realistic training of their unspoiled talents has equipped them with much to give.

Package design, *per se*, has received to date comparatively little attention from art schools. Knowledge and understanding of package design has, therefore, developed as the result of general rather than specialized art training.

Pratt Institute is, we believe, the first institution to undertake constructive teaching of this phase of industrial design.—EDITOR.

Photos by Rehnquist



Left: Two familiar products in new dress by students of the School of Fine and Applied Art, Pratt Institute

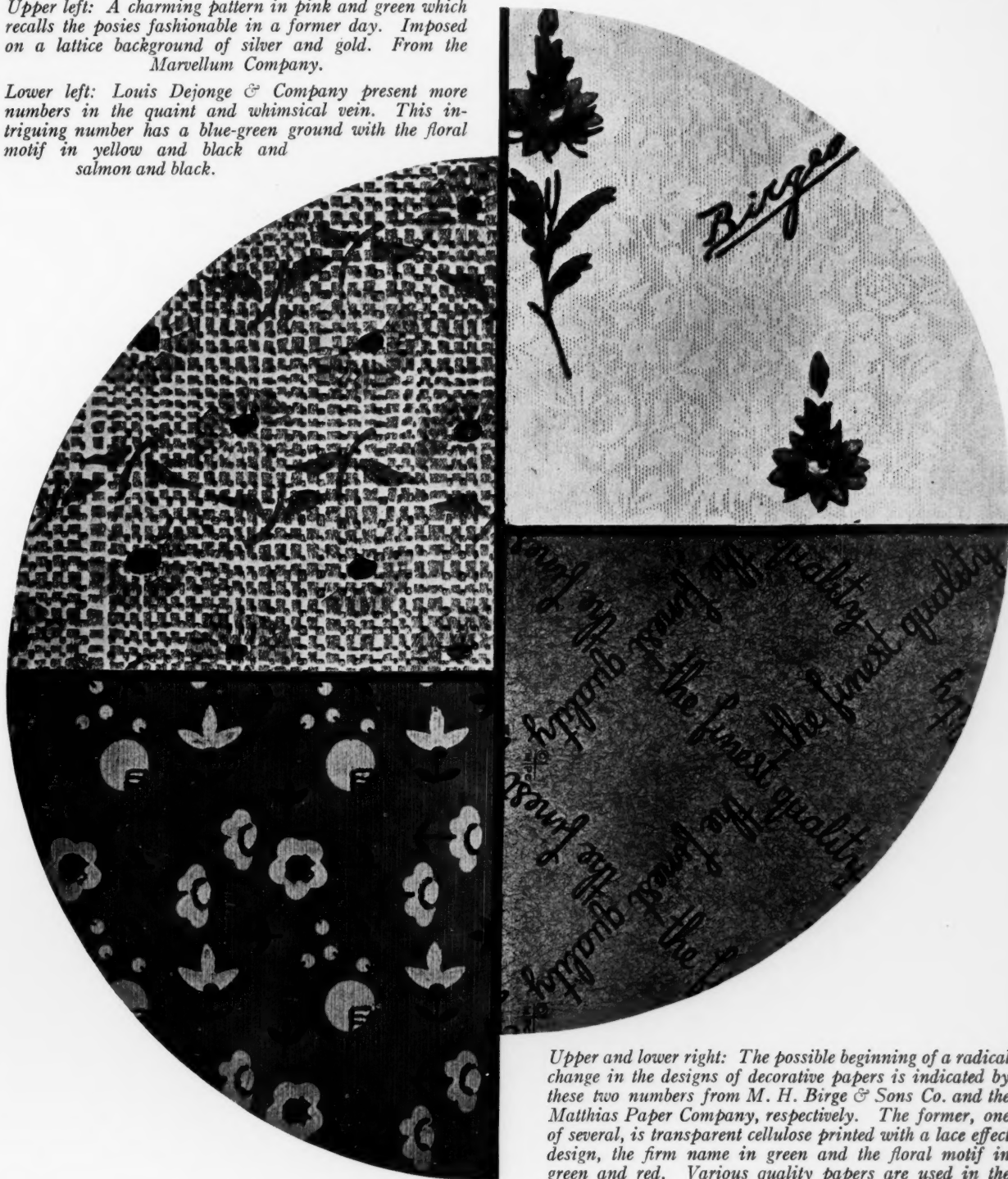
Below: Clever design by a student of Pratt Institute for a store display featuring a sponge wrapped in transparent cellulose



Latest Decorative Papers Indicate Radical Change In Trend

Upper left: A charming pattern in pink and green which recalls the posies fashionable in a former day. Imposed on a lattice background of silver and gold. From the Marvellum Company.

Lower left: Louis Dejonge & Company present more numbers in the quaint and whimsical vein. This intriguing number has a blue-green ground with the floral motif in yellow and black and salmon and black.



Upper and lower right: The possible beginning of a radical change in the designs of decorative papers is indicated by these two numbers from M. H. Birge & Sons Co. and the Matthias Paper Company, respectively. The former, one of several, is transparent cellulose printed with a lace effect design, the firm name in green and the floral motif in green and red. Various quality papers are used in the Matthias number. The one illustrated is Cheviot. News, flint, and metallic finishes are also obtainable. Trade marks, slogans, etc., lend themselves admirably to this new type of decorative paper.

Editorially Speaking — —

Now It Can Be Told

The Second Packaging Conference, Clinic and Exposition is now history, and those who attended have an opportunity to summarize and review the various activities which took place during the week of March 7th in Chicago.

In the June, 1931, issue of MODERN PACKAGING which included a report of the meetings and exhibits held in New York, we said, "In attainment, the convention definitely accomplished several purposes, among which may be considered the following: it emphasized the importance to manufacturers of the package in the distribution of merchandise; it afforded an opportunity to suppliers of packaging service, materials and equipment to learn more of the requirements which will be expected of them in the future; it obtained increased recognition for those who are devoting their efforts to packaging work and, inversely, placed a greater responsibility on such individuals and companies; it opened up new avenues for research and development work in materials, construction and design as applied to packages, and assisted in formulating standards or principles of practice in package design and decoration. All of these have served to establish, more firmly than ever, the packaging industry as a separate entity rather than a part of various industries."

In accomplishment, this year's convention may be said to have strengthened and supplemented the findings of the previous meeting. There was an increased attendance at the sessions and on the exhibition floor, and certainly the exhibits represented a greater number and diversity of package equipment and material manufacturers. In the latter particular, then, it can be said that a more substantial picture of the scope of the industry was presented.

We viewed last year's convention in the light of an experiment. Not, may we say, as a "noble" experiment, but one which would aid substantially in demonstrating the full significance of packages in merchandise distribution and point out ways and means for increasing the effectiveness of package functions. It seems hardly necessary to say that by means of more effective packages greater amounts of goods can be sold, for this was proved—had previous doubt existed—by last year's meetings. Having established, then, the need for better packages, the obvious would appear to be to set about obtaining them. And this was the course that seemed definitely indicated. A logical assumption, therefore, might be that further meetings would proceed along these suggested lines. In this respect we find ourselves in the position of the theatrical performer who, having done his stunt and received applause, added that, while duly appreciative, he "expected more."

In adopting the role of self-appointed critic, we do so not because we are unappreciative of the efforts that made the Second Packaging Conference, Clinic and Exposition possible but because of an earnest desire to secure for the packaging industry *every consideration* that will make that industry a useful one to its consumers and suppliers, and increase that usefulness. By its consumers we mean, of course, those manufacturers who recognize the package as the means of merchandising their goods; by suppliers, those concerns who furnish equipment, materials and service needed in the design, construction and assembly of packages. To provide a basis for such criticism, let us contemplate what occurred and compare this with conditions that actually exist in the packaging field.

Packaging has been likened to a three-legged stool, the supporting elements being design, production and merchandising. Each element, in turn, incorporates certain constituents, some of which may be optional, depending on the nature of the function desired. But, regardless of this construction, the three elements are essential.

We have already stated that the exposition, in our opinion as well as those of exhibitors and visitors, served to present an effective picture of packaging in its various ramifications. A picture, according to a Chinese proverb, can tell more than a thousand words. But we, being editorially minded, are unwilling to rest on this ancient adage, and zealously declaim that words can helpfully complement the picture. In this opinion we are not alone, for conference and clinic sessions were included as a definite and important part of the convention. These sessions formed, if you will, the title or explanation of the pictures shown on the exhibition floor.

Is it assuming too much, then, if we expect that addresses and discussions follow along lines established by the nature of the exhibits, supplementing them to the point where well-balanced, constructive, workable information is given? On the exhibition floor we were shown a closer approximation of conditions in the packaging field than was apparent in the conference sessions.

It may be argued that limitations of time, perhaps of speakers or other conditions, prevented the presentation of a well-rounded program, but these obstacles could have been removed, we believe, with closer cooperation on the part of the sponsors of the convention and various groups within the industry. Is it, then, presuming too much to ask that plans for future conventions of this sort take cognizance of such facts as will enable the presentation of a more balanced program? We think not, if all can agree that the best interests of the packaging industry are to be served.

Each paper presented on this year's program offered a substantial contribution to packaging—let there be no mistake about that. So did those of last year. Our criticism must not be construed as casting aspersions at the quality offered. But we do argue for a better distribution of the subjects discussed. And in this respect we feel that there was little advance made in this year's program over that of last, whereas actually the past year has shown progress in methods, machinery and materials for packaging that is unsurpassed for any other given period. Artistic design is but one phase of package construction—little attention was given to the structural or material side of packages. One excellent paper on production was presented, yet there was practically no discussion of this important subject. As to costs—in which every manufacturer is vitally interested—no mention was made. There was no reference worth recording relative to machinery, among the papers presented, yet several machines were in actual operation on the floor, and sessions, not devoted to matters of packaging, discussed the "machine age."

Perhaps the most enlightening session, from the standpoint of constructive suggestion for future meetings, was that held on the last day. Some of the speakers were frankly critical, others chose to be more conciliatory in their remarks. But with both there was an attitude of appreciation—as indeed there should be—of the efforts of those responsible for the arrangements. The Second Packaging Conference, Clinic and Exposition, viewed in its entirety, deserves commendation, and similar future meetings should meet with the support of the entire industry. The job ahead is one that calls for cooperation from all those who have any part in the industry, and on the proper coordination of those efforts depends the progress and measure of usefulness that such conventions should and can show.

Package Paradoxes

In the final analysis, the successful package is the package that sells its contained merchandise and obtains a profit for the manufacturer of that merchandise.

All of us are committed to the belief that there is a reason for most things. In many instances it may be difficult to obtain such reasons, but until they are determined there is lack of progress and constructive planning.

Mr. Webster defines a clinic as the "instruction of a class of medical students by the examination and treatment of patients in the presence of the pupils." A package clinic, therefore, can be considered as the examination and treatment (or suggested treatment) of packages. It is assumed that the packages presented before the clinic are ailing, or if not actually ailing are seeking comment which will suggest ways and means for improvement. The manufacturer who brings his package to such a clinic has a distinct purpose—he looks for a remedy that will be effective. The students, as represented by interested manufacturers

and others who seek knowledge of package design and production, are looking for constructive ideas, and perhaps venturing some of their own in the light of their experience. And the experts or specialists express their opinions, which are accepted as final. Whether the prescribed remedy is followed or not is of no concern. The point is that opinions, right or wrong, complete or incomplete, are made a matter of record and, receiving an official sanction, or supposedly such, are accepted at face value. There is frequent danger in a half truth.

The idea underlying a package clinic is excellent. The interest in such presentations and discussions is unquestioned. But unless such clinics reach beyond a primary stage and adopt more thorough and comprehensive prescription and treatment they are, it seems to us, of little real help to the industry.

Morris Einson, of the Einson-Freeman Company, recently told us a story that seems particularly apt in this instance. One of George White's musical comedies some years ago included a skit in which a great artist had just completed a "masterpiece" and was expecting a number of his advertising friends to view it before submitting it to his client. The masterpiece, placed on an easel with reflected light upon it, was a show card with the copy "Two Strictly Fresh Eggs—Any Style—15 cents." The first visitor makes the suggestion, "Eggs are fresh or not fresh; if fresh they are strictly fresh, and if not, they are rotten—so, why the strictly?" The artist strikes out "strictly." The second visitor adds his comment. He inquires and learns that the restaurant which is to use this card is high class. So: "Tiffany never says 'genuine diamonds;' one would hardly expect eggs in a first-class restaurant to be anything but fresh." And the artist strikes out the word "fresh." The third friend ascertains that the sign is intended for the Van Swellinger Restaurant and opines that if this restaurant serves eggs at all, it will serve them in any style. So the artist feebly strikes out "any style." The fourth advertising man advances the thought that the Van Swellinger Restaurant, being such, is prepared to serve anything asked for, so "why feature eggs at the expense of everything else on the menu?" The artist falls on his masterpiece, kisses it and throws it out the window. Curtain!

The packages submitted for analysis at the Chicago clinic did not receive the severe treatment accorded in the above story. However, unless future clinics are conducted along more constructive lines there is danger that these meetings will fail in their intended purpose.

If we agree that the package and its functions involve more than the aesthetic, that there is something to be said about its production, the materials used in its making, the channels of its distribution and its salability, it is possible to make such clinics of far more effective value.

H. A. Gherman.



New Tricks

Upper left: A new design for both glass and metal containers of Gold Medal pecans greatly increased the sale of this product, state the Southland Pecan Company, Inc., Columbus, Ga., the producers. And they add, the transparent cellulose wrapping also did its share in this improvement. A well-executed label gives prominent display to the metal container while the convenient design of the glass jar speaks for itself.

Upper right: Leaf green, silver and black as a color motif, with a tasteful massing of strictly contemporary design forms, distinguish this modern tube for the Beauty Research Corporation. The motif carries around the back of the tube, forming panels for the directions for use. The cap is molded of black phenol resinoid. Photo courtesy of Durez.



Lower left: The glossy finish on the black label for Van Dyk coffee, the almost severe simplicity of the design, plus the relieving colors, green and white for the borders and white and red for the lettering, make this food package an outstanding one. The tea carton is carried out in orange, the illustration in green, borders in black and white and lettering in white and black.

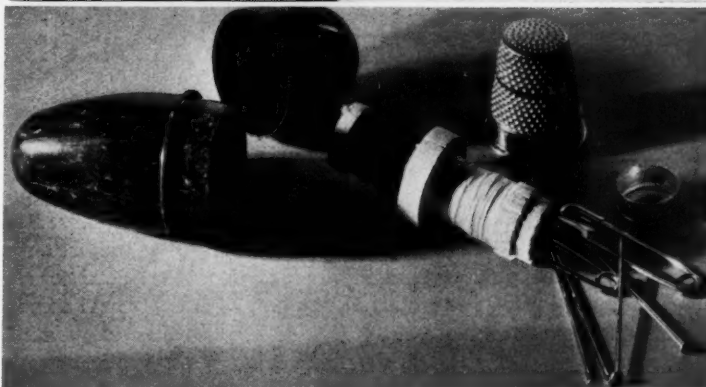
In Packages

Upper right: The latest product from the Odorono Company, Inc., New York, combines delicacy with sturdiness in the lines of its container—an almost impossible duo, it would seem. Yet by the use of colors that convey that essential quality for feminine use and a clear glass bottle graceful and at the same time substantial in its design, this company has introduced one of the smartest and most interesting packages presented thus far this year. The strong, wide, ivory color phenol resinoid closure makes a perfect balance for the square container. The carton is a duplicate of the label, which is carried out in alternate shades of pastel green and black.

Center right: Here's an unusual application for molded plastics—an emergency sewing set for purses, the case of which is made in vari-colored phenol resinoid. This shell-like case, which is less than two inches long, contains a thimble, two kinds of thread, pins, needles, safety pins, etc. The set, originated in Germany, is molded by Kuhn & Jacobs of Trenton, N. J.

Photo courtesy Durez.

Lower right: Convenient accessories for men and the home are finding ready acceptance when made of phenol resinoid. The availability of practically any color make them all the more desirable. The case for holding cigarette packages at the left, and the cigarette humidor at the extreme right, are each in a different shade of brick red. The razor kit, shown in the center, and the tobacco case at lower left, are carried out in the popular mottled mahogany tone. Containers were molded by the Northern Industrial Chemical Company, Boston.





Package Redesign That Paid*

As told to D. B. Hassinger

by E. Rahn

IN THE HISTORY BOOKS in early school days possibly you read the legend of King Midas—the king who turned everything that he touched to gold. And like almost every one today you would be willing to pay dearly to possess that talent or at least to employ someone who possessed it. Are we right? Every manufacturer, every sales organization is working feverishly these days to bring in the gold. Yet how many succeed, how many have the power of a Midas? How many can recognize a merchandising problem? If they do, have they the experience and ability to solve it satisfactorily?

In a series of articles, questions such as these will be answered. We invite you to join us at our first conference table discussion to see how representative problems have been solved to the satisfaction of all.

As a neighbor perhaps you have proudly discussed the abilities of your young son or young daughter. Suddenly as you compare your youngster with others you discover that he presents a disciplinary problem. You have been so close to the youngster and so interested in him that you overlooked the fact entirely until circumstances brought you face to face with the realization. Similarly, we have

observed that, as an individual works day in and day out in an organization, difficulties, merchandising problems, become lost in the daily routine. The busy business executive soon takes a certain amount of difficulty for granted. The person who specializes in merchandising, however, has a different viewpoint. He regards such situations as unnecessary, as opportunities for improvement, as danger signals. A problem is truly serious when an executive ceases to try to solve it, takes it for granted, reaches a deadlock or standstill. In the terms of sales when no gains are made, when the records show a decrease or parallel record to the previous year, when the salesman continually reports complaints, losses, when there is only a small proportionate gain despite the increased organization, then there is a merchandising problem, and the merchandising doctor should be called in.

Regardless of the commodity, the organization, the method of marketing, there are three simple, basic questions which always get to the root of the trouble. Here they are:

- (1) Is the product right?
- (2) Is the package right?
- (3) Is the merchandising plan right?

(Please turn to page 79)

* The first of a series of articles relating to merchandising in which packages played an important part.

A New Package— More Convenient to Use

By D. E. A. Charlton

CONSTANT improvement in the package is the aim of all progressive manufacturers. Whether this improvement is one which enhances the appearance of the package or adds to its convenience, or both, the objective of such change is the same: to attract attention, and thereby increase sales.

The public seldom sees behind the scenes, yet each package change, no matter how small, carries with it a vast amount of effort and thought that must be the concern of the product manufacturer and those who supply him with equipment and materials necessary to such change.

An interesting example of this is found in the new package adopted by Vince Laboratories, Inc.¹ The original package—a tin lithographed container—embodied in appearance the elements of a successful package and one well in keeping with its contents. In primary purpose, a mouth wash, Vince calls for frequent use, so that an important consideration for the package is that it should offer convenience. In this respect, however, the old container left much to be desired.

Recently, in offering a new sized package of Vince, the manufacturer also announced an improved package—a package now made more convenient with two ways to use: (1) a shaker top for pouring and (2) to admit a teaspoon. This improvement is apparent in the illustrations shown. By means of the slide the contents are easily available, and better protection of the preparation is assured. A separate, removable cover, identical to the one used in the old package, is also provided. The new size retails at 35 cents and is an addition to the other regular sizes which retail for 75 cents and \$2.00. From now on the 75-cent size will also be packed in new shaker top containers.

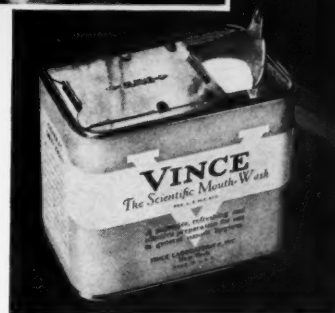
In the filling of these packages the empty cans are placed, with the shaker- (Please turn to page 82)

¹ See October, 1930, and September, 1931, issues for previous descriptions of operations at this plant.



Photo by Keppler

These two illustrations of the new Vince package show its practical and convenient features. Above is illustrated the use of the shaker top for pouring or, if one so wishes, a teaspoon may be inserted in the containers to obtain the quantity desired, as shown in the illustration at the right



(Continued from page 42) of the product. The distinctive color, shape, or decorative pattern of the package will also be of material aid, especially if the package is reproduced in advertisements.

"There seems to be a definite color preference, at least as to base color, in some of the commodity groups covered by the survey. White is the base color most frequently used in 33 out of the 46 groups; a reflection of economy factors, probably. On such packages the really characteristic color note is in the trim colors rather than the base."

The sessions on Wednesday were devoted exclusively to the presentation and discussion of papers that considered the machine age and its relation to marketing. Similar meetings were conducted on Friday when the subject "Long Range Planning for Production Management" was discussed. Both of these groups of meetings were well attended by members of the American Management Association who are directly interested in that phase of the association's activities.

On Wednesday evening at the association dinner, following the presentation of a paper "The Machine Age and Consumer Marketing" by Irwin D. Wolf, an announcement was made of the Wolf Package Award and the honorary awards and the winning packages were displayed.

The Irwin D. Wolf trophy "for the best package developed and placed on the market" was awarded to the Corn Products Refining Company for its "Linit" package. This package (illustrated and described on page 57 of the February issue, MODERN PACKAGING) was favored by the judges because of its high visibility, cleanliness, clearness, freshness, simplicity of design and appropriateness of color. The prize consists of a solid silver cigar box on the cover of which the design of the "Linit" package is engraved.

Eleven honorary awards in the form of certificates were made by the American Management Association for groups or classes of packages as follows:

Open display folding boxes; Johnson & Johnson, for the "Couettes" package; entered by Ferry-Hanly Advertising Company.

Corrugated box shipping container; Victoria Paper Mills, Inc.; for the Victoria "Tree Silk" toilet paper shipping case; entered by Robert Gair Company.

Metal cans; The Nakat Packing Corporation, for salmon cans; entered by the Quaker Maid Company; designed by Egmont Arens.

Corrugated box for factory prepacking; R. H. Macy & Co., Inc., for box designed for packing dishes; entered by R. H. Macy & Co., Inc.

Family of paper box packages; National Sugar Refining Company of New Jersey, for 14 Jack Frost sugar cartons; entered by National Sugar Refining Company.

Wooden boxes or crates; General Box Company, for re-usable banana box; entered by General Box Company.

Multiple open display container; The Spool Cotton Company, for cabinet for bias trim and sewing threads; entered by Spool Cotton Company.

Glass containers; Richard Hudnut, Inc., for Gemey brilliantine bottle; entered by Richard Hudnut, Inc.; designer, C. Leonard Pfeiffer.

Individual visible display packages; William D. Whitaker, for Blu-Bak dust pad package; entered by William D. Whitaker; designer, W. Theodore Whitaker.

Family of glass containers; Curtice Brothers Company for Blue Label Ketchup and Blue Label tomato juice cocktail; entered by Owens-Illinois Glass Company.

Set-up boxes; Eaton Paper Company, for green set-up package with etched square in center; entered by Eaton Paper Company.

The winning packages and other competitors are to be on display at the Art Center, 65 East 56th St., New York City, until March 19 and will then be exhibited in various cities. The jury of award consisted of Alon Bement, director of the Art Center; Richard F. Bach, director of industrial relations, the Metropolitan Museum of Art; Dr. Paul H. Nystrom, professor of marketing, Columbia University; Prof. Charles R. Richards, executive vice president, Museum of Science and Industry of New York; Dr. John A. Stevenson, vice president, Penn Mutual Life Insurance Company.

On Thursday, March 10, was held the first of the packing and shipping conferences. Speaking on the subject, "Factory Pre-Packing for Retail Distribution," C. E. Allen, commercial vice president of the Westinghouse Electric & Manufacturing Company, stated that the development of the modern package reflects the mode of living, the mental attitude and the spirit of the past twenty years. Factory pre-packing is growing in favor among manufacturers, distributors, retailers and consumers, said Mr. Allen, because "the manufacturer is assured that the product will reach the consumer in first-class condition; the advertising through the carton is beneficial, and if the family of products is being sold the sale of other members is helped; there is the saving of wrapping expense, better conditioned merchandise, better stock control, saving of time for clerk and customer and reduction of damaged goods and claims."

The second address of the morning session was presented by Francis Chilson of the firm of Chilson & Schaedler, consultants in package design and production engineering. In his paper "Reducing Costs Through Package Design," Mr. Chilson outlined the evolutionary steps of a package re-design program as follows:

"The first step, and one which is all too frequently overlooked, is the adoption of a policy with respect to the exchange of old packages in the hands of jobbers and retailers for the new ones. The second step is the establishment of the deadline at which the new packages will be marketed. Invariably this deadline will be set at a time when the balanced packing material inventories have reached their lowest point. But the establishment of this deadline must also take into account balances on contract in the hands of suppliers. The third step is the weeding-out process in which all the dead wood is marked for elimination when the new packages are introduced. At the same time the new line is definitely organized. The fourth step is to decide whether the old forms of packages shall be continued, and if not, what shall the new forms be?"

An opportunity to reduce costs afforded by a design

change lies in the substitution of less expensive packaging materials. But not to the extent of cheapening the package, said Mr. Chilson. "Substitution is a road to economy which must be trodden with caution as merchandising considerations may dictate the use of more expensive packaging materials than those formerly employed. Often, indeed, it is possible to substitute more expensive packaging materials without increasing the per unit packaging material cost at all because of the elimination of excessive materials, unnecessary labels, and also because of the economies made possible by simplification.

"But the greatest opportunity to cut costs lies in standardization of packaging materials. This means the substitution of a few standard containers for a great many special ones. Standardization makes possible large purchases of the standardized packaging materials, thus reducing first cost, handling charges and floor space, while at the same time increasing inventory turnover—hence, decreasing the amount of capital invested in packaging material inventories. Production costs are reduced because the equipment can be set up for a certain size and operated until all products in that size of container have been packaged."

During the afternoon session, the following papers were presented: "Designing Containers for Maximum Service," by C. A. Plaskett, in charge of container investigation, Forest Products Laboratory, U. S. Department of Agriculture; "Recent Transportation Developments and Their Relation to Packaging, Packing and Shipping," by Dr. Lewis Sorrell, professor of transportation, University of Chicago, and "Standards for Shipping Cases," by Don L. Quinn of the Don L. Quinn Company. The packing and shipping conferences were continued on Saturday morning at which time the following addresses were presented: "Packing and Shipping Fragile Articles," by R. L. Beach, general manufacturing department, General Electric Company; "Preparation and Loading of Unusually Large Shipments," by Harry G. Williams, president, American Freight Traffic Institute.

As a recapitulation or summary of the conference, clinic and exposition, several representatives of package manufacturers and exhibitors expressed their opinions during the luncheon held on Saturday noon, March 12. Among the speakers were the following: J. H. Macleod, vice president, Hinde & Dauch Paper Company; C. M. Bonnell, Jr., president, Bonnell Publications, Inc.; C. E. Schaeffer, Stokes & Smith Company; Frederick U. Dodge, general sales manager, Mono Service Company; M. Demarest, manager, Protectoid Sales Department, Celluloid Corporation; Roger L. Putnam, president, Package Machinery Company; T. H. Kruger, president, Better Packages, Inc.; H. H. Jones, sales manager, Waxed Paper Division, Kalamazoo Vegetable Parchment Company; Lawrence V. Burton, editor, *Food Industries*; Morris M. Einson, president, Einson-Freeman Company, and L. B. Steele, assistant director of sales, Du Pont Cellophane Company, Inc.

"The essentials of profitable packaging," said Mr. Putnam, "may be summed up in three words: Economy,

appearance and protection. No one of these three elements should be emphasized to the exclusion of the others. A proper balance must be struck, but, of course, the emphasis will vary with different packages.

"While it has been proper in recent times to stress the importance of appearance and protection, so as to produce packages that sell, it is fundamentally important to remember the first essential, so that the packages may be sold at a profit. Too often in designing new packages, this feature is forgotten, and frequently, in design, small things could be changed which would not lessen the appearance value, but would save materials or would help in the automatic production. Any one turning out a package now-a-days should contemplate its being produced automatically. In the early stages of development, machine production may be impractical, but no manufacturer should saddle himself with a package that cannot be readily produced automatically when volume warrants."

Mr. Jones defined a profitable package as "That package which has been so planned as to please and meet the requirements in the best possible way of that class of trade to which it is supposed to sell." The plan of procedure, in working out such a package, falls into the following four divisions: "The first move should be to decide the class of trade to whom the package will sell; the second major move should be to get a package that will attract the eye and favorable attention of the class of trade desired; the third move is to be sure that the package will be *convenient* for the particular trade that it is to serve; and last, but not least, should come the protection of the product being packaged. The perfect package should take into consideration the protection of the product so that the product reaches the consumer in exactly the same condition as when packed or at least as near that condition as possible."

Mr. Einson compared the selection of the Wolf award to a circus. A circus came to town with many types of animals on parade and judges were selected from the crowd to decide upon the more important animals in the circus. An insignificant animal was awarded first prize and many others given honorable mention, even a little wooden animal. But the most important of all, the elephant, was not even considered. Mr. Einson pointed out that cardboard display containers, which attract attention, draw people into the store and create sales for the manufacturer, were not even mentioned. He stated that he believes a committee selected to judge in further awards should comprise the following: An outstanding artist; an outstanding advertising man; an outstanding sales manager; an outstanding production manager; a representative retailer; and an outstanding consumer expert. This group would be equipped to recognize and consider packaging from every angle and would be in a position to judge the importance of a package.

Mr. Steele stressed the importance of display in selling, calling attention to the fact that chain stores are arranging their windows, shelves and counters to display all the merchandise possible.



Ladies' hat boxes of a much earlier day, covered with elaborately designed papers, are typical of what was considered for many decades smart style in box design. With little variation this style continued until a few years ago

Modern Box Design and Its Origin

By William S. Fowler

THERE was a time when it was smart to style a box with a picture as the central motif of the box wrapping. A picture of real life as seen by an exacting eye, made up of fol-de-rols and detail. If it were a nature scene, there were the trees covered with leaves, branches, flowers or fruit; if one of life, there was the horse, cow, man or dog with legs, ears and eyes all in their natural positions. Care was always taken to make the objects in the picture exactly match similar objects in real life. As the people of that day had not advanced to a point where they could appreciate anything else, this style of design answered its purpose well.

Samples of boxes, covered with elaborately designed picture papers from a past age, come down to us now as antiques and are in great demand by collectors although in most cases they are sadly shopworn. Chief among these is "My Ladies" hat box of more or less the same shape as that of this generation, but covered with paper printed with interesting pictures, illustrating typical scenes of the day. From then up to the time of the World War, this style of a box design covering changed in principle very little. There were, of course, numerous variations where there was less picture and more background filler and frequently where the figures were shown separately and in relief, woven into a filigree encircling design. There was, however, no real change to an entirely different style until after the war.

At that time things began to change—to speed up. People moved faster, thought faster and demanded quicker attention. Suddenly, out of the East came design ideas, new to the day but in reality as old as civilization itself. These ideas, coming as they did from Europe, may have had their beginning in design suggestions from pictures of ancient Egyptian tomb excavations which were published in newspapers throughout the world.

True it is that the new design, called modern, typifies many of the essential characteristics of that of the Egyptians and, in fact, of the Greeks as well. It has what may be called a free and easy development with all non-essentials conspicuously lacking. Details are unknown to the modern designer as his eye has been trained to pass over them and depict instead only the graceful sweeping outlines of the objects illustrated. Straight lines and block formations are also used to a great extent. Anything and everything is utilized which emphasizes motion usually in one direction; that is, movement of such things as figure motifs and light reflections. These general principles are always used in fashioning a modern box design to have it in keeping with contemporary art and the thoughts of the present age.

In passing, it is interesting to attempt to find a satisfactory reason to explain the lapse of more than a thousand years between the adoption again of the impressionistic form of illustration and the time when it was the

CINATI VACUUM **FILLING MACHINE**



Another one of the complete line of Kiefer improved machines for the filling of liquid and semi-liquid products.

Shampoo or shoe polish—perfume or French dressing—medicine or lubricating oil—it makes no difference to the Cinati Vacuum Filling Machine what the product is. All are bottled neatly, accurately, rapidly—at the total labor cost of one inexperienced operator.

The "Cinati" handles a variety of sizes of bottles as easily as one size. Cleverly designed, its simple, practical construction makes it quickly adjustable.

The bottles go right straight through the machine without the bother and additional operating expense of handling in trays. Direct discharge of bottles upon conveyor, if desired.

Compact. Entirely self-contained, complete with vacuum plant and motor. Floor space 2½ x 4½ feet.

Write for Catalog.

THE KARL KIEFER MACHINE CO.
CINCINNATI, OHIO

established art of the Egyptian race. For thousands of years before that, back to the early Cave Man era, it had been the only known art and little progress had been made in its development up to the day it was temporarily lost to mankind. We who take it up again after a lapse of so many years, find it the most suitable form of technique ever discovered to express the desires and feelings of this day. True, we have added much refinement to it and, in some respects, have changed it to conform to twentieth century ideas. In the main, however, it retains the old lines of the ancients and its close similarity leaves no doubt as to its origin.

There has been much talk about modern design in box styling and a great deal of such talk has referred to this or that mongrel design as modern. As a matter of fact, however, modern design has distinct characteristics because of its close relation to the style of the ancients. When it is properly understood, it may be easily distinguished from any other popular variation of the day. Because of its very general adoption, it is unfortunate that it should have been called by such a meaningless word as "modern." When you consider that this new style of design is more truly everything that real design ought to be than anything ever attempted before, it seems strange that a fitting name could not have been formed to properly describe it.

Speed, more than any other thing, has given us the urge for this so-called modern design and it will survive just as long as it expresses the motivating feelings of the day. During the development of this machine age, we have been going faster and faster, and it is only natural that in design also we should have adopted a style to typify the spirit of speed. Sweeping curves with no interrupting details, plain flat masses connected by panels and straight lines, help to give it a quicker appeal than any style of the preceding age. Modern design, through its elimination of unnecessary details, creates sudden impulses and quick decisions. Because of these characteristics, it has been accepted enthusiastically for box styling as an important aid to increasing sales.

But just what is this much talked of modern box design? Very briefly, it is no longer a picture, but instead, a group of objects drawn in a plain direct way to suggest rather than to depict. Colors are for the most part kept separate in masses and joined by means of lines rather than by color mixing. This new mass color formation adds strength and appeal to the design. Many attractive boxes are styled with designs that are purely conventional and yet others are figure motifs drawn in the modern manner. When boxes are covered with decorated box paper, the design is, of course, in a repeat as is not the case when the box itself is printed or otherwise decorated separately.

The size of the designed motif varies to meet the changing demands of the day and may also be influenced by the size of the box being decorated. The forecast for the present seems to indicate a definite refinement of lines and solids but with all the principal identifying features of modern design retained. Whatever the future holds in the way of a different design style, it is safe to say that it

will be modeled after that of the present. It will be built upon what is in use today because the present style has more nearly met the demands of modern business methods than anything in the past. It has made commercializing of art possible to a degree never dreamed of before.

And yet, with all its ability to adapt itself to the ever changing needs of business, it still has many undiscovered variations for the package designer to find and use. With these new discoveries will undoubtedly come a general beautifying of the present-day styles; the trend is definitely in that direction. Although it may seem impossible to some who never have been won over to modern art, this design, which in its old and original form was awkward and ugly, becomes gracefully stylish when properly developed.

But what of the future box? How will it look and what will the design be like that covers its surface? Only the next decade can definitely determine. It is quite likely, however, that boxes will be made in shapes that can be used for personal needs in the home after they are emptied of their merchandise. This plan is already being used by some manufacturers but it will ultimately be adopted generally by many in the years just ahead, because it is sound in principle from a merchandising standpoint. These new boxes will be covered with box paper or by other means of decoration. The design style used on the paper or on the box, directly applied, will be of a kind to create a more startling and immediate impression than anything we know today. Undoubtedly there will be much refinement to it, but with no let-down in color values. The colors used will have clearer tones and sharper contrasts. The main principles of present-day modern design will be retained, including elimination of all details, graceful, long sweeping curves and solid spaced contrasts with the sole idea of making an impression rather than an illustration. Boxes which still retain the plain characteristics of the past, without decoration, will adopt the new styles in box designing or pass out of the picture completely. The new generation of buyers, schooled in the appreciation of modern direct design, will not tolerate boxes styled in any other way. The next ten years will undoubtedly witness these changes and many other developments that will create a box more practical, more beautiful and with a more impressive appeal.

The creation of more beautifully designed boxes will go steadily forward with the aid of modern design. The thousands of possible ramifications are only just commencing to be discovered by box designers. The surface has merely been scratched. When artists acquire a more thorough understanding of it, more rapid developments may be looked for. For the present, one must be content to spend some time looking, reading and analyzing, knowing that such study will in the end bear fruit. It is evident, however, to anyone who will seriously consider the situation, that whatever the future produces in the way of a new design style for an improved box covering must be an outgrowth of that of the present. It must advance, it can never retreat.

You may
never know..

Customers
may blast your
tubes behind
your back!



*"Last time I bought that brand,
the cap was off and the cream was
all over everything . . .*

I'll have some other kind"

You can have a bang-up product—and lose hundreds of good repeat customers because of faulty tubes! And you seldom hear the reason why you lost them. They simply ask their retailers for different brands.

Use Sun tubes and your product sells on its

merits. They are made—and thoroughly tested—in a modern plant, under the strictest supervision.

Let us plan a tube for your product! You can use this trouble-proof tube and *actually save money* at the same time! Sun Tube Corporation, Hillside, New Jersey.

★ **SUN TUBES** **"TROUBLE-PROOF"**

SUN TUBE CORPORATION, HILLSIDE, NEW JERSEY

New Package for Pencils

Believing that dealers are entitled to the best display material, even for an established article, the Joseph Dixon Crucible Company has provided an eye-catching new box for Eldorado Master drawing pencil, as shown in the accompanying illustration.

Color, used according to the modern trend in packaging, makes the new box distinctive. A reproduction of the painting, "The Vision of the Mountain of Gold," in keeping with the character of Eldorado, makes the front of each individual box interesting.

The design is intended to make each box of one dozen pencils an attractive unit, and at the same time make possible effective massed displays of the packages. A rich blue is the dominant color of the box. The bright



Each dozen box has a folded insert which tells briefly the glamorous Eldorado story

decorative striping in shades of red, the gold lettering and the glowing colors of the painting stand out from this.

Eldorado derives its name from the legendary "Mountain of Gold" which was sought by early Spanish explorers.

The painting visualizes the story. In the foreground feathered Aztecs urge an armored Spaniard on beyond the jungle. Rising out of distance is seen the vision—Eldorado, "The Mountain of Gold." Suggested as the peak of the mountain is Eldorado Master drawing pencil.

The new package is being featured widely in advertising. Dealers are urged to point out that the attractive appearance which catches the eye of the retail customer will be useful also in the drafting room and office.

Abbott Redesigns Packages

Since the merger of Abbott Laboratories and Swan-Myers, the package research department has been working on new packages and labels for Abbott, D. R. L., Swan-Myers products.

The new design adopted is shown in the accompanying illustration of Tincture Metaphen carton and bottle, one of the new products. Three colors are used on leading specialties. The body color is a gray blue, printing is in black, while the rules at the top, setting off the name of the product, are in bright orange. Each carton carries the Abbott trade mark on the front and back panels. General line products are printed in black on the gray-blue background.

The colors were selected for their attractiveness, and non-fading and non-soiling qualities. The lines are clean and simple, the lettering legible and the colors fresh, making the packages easily distinguishable from other lines when on the druggist's shelf.



A Counter Display That Attracts Interest

The accompanying illustration shows the versatile use of phenol resinoid, metal and glass. The phenol resinoid counter display stand, molded by Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn., has



deep grooves to hold the two gold metal containers for powder, a product of the Bridgeport Metal Goods Company, the bottles of finishing lotion and skin freshener and the jar for cotton pads. The closure on the latter matches the powder boxes and those on the bottles harmonize with the stand.

TRANSPARENCY



YOUR PROFIT

LOOK BOTH WAYS

Now you can keep an admiring eye on transparent wrapping without turning a cold shoulder to profit. The way is open

with **RIEGELITE**
or **RIEGELINE**

Riegelite is made for all food products. It is moisture-proof, grease-proof, self-sealing and highly transparent. In the first ten weeks after its introduction, the baking trade alone wrapped over fifty million units in Riegelite.

Riegeline is for tight-wrapped packages, bags, envelopes and where the wrapping cost is important. It is transparent, grease-proof, clean, and economical.

RIEGEL PAPER CORPORATION

342 Madison Avenue
New York

WORKING SAMPLES OR OUR NEW PORTFOLIO OF PACKAGING PAPERS SENT ON REQUEST



Identifying Paint Tubes by Symbols

As told to **Ann Di Pace**

by **Edwin H. Scheele**, Package Design Corp.

IT IS NOT too pertinent to say that of all problems which numerous manufacturers had to face with regard to the merchandising of their products, that of the DeVoe & Raynolds Company presented one of the most critical.

Not only from the standpoint of the manufacturer and dealer; but, most important of all, that of the consumer.

Of the ten brands manufactured by DeVoe & Raynolds, ranging from colors for painting automobiles to the artists' tubes, not one bore any relation whatsoever to the other in design. A point which undoubtedly must have cost the manufacturers dearly. All were contained in collapsible aluminum tubes with paper labels bearing the brand name and a colored border which sometimes indicated the color of the product. The various brands had poor visibility which necessitated a most careful



There is a striking comparison between the old tube with its paper label, shown above, for the paint products of the DeVoe and Raynolds Company, and the new tube, illustrated at the left. The latter gives a clear indication of the symbolic insignia adopted to identify the brands.

reading on the part of the clerk. The latter problem was one which affected the consumer as well, in addition to the inconvenience resulting from the obliteration of part of the label, soiling or complete detachment from the tube.

The present redesign program is so large in scope, only



**GREATER SNAP AND SPARKLE
GREATER SALES APPEAL—**

THERE'S no packing to equal the attractiveness of Pioneer Shredded Paper. In bright colors—in glistening glassine—shredded paper puts new sales appeal into virtually any product. Already shredded paper is used for a countless list of products—foods, jewelry, clocks, china, and so on.

Moreover, tests prove shredded paper packing more resilient—more protecting—particularly for small articles. Tests prove shredded paper 15% *faster to pack*.

It's cleaner! It's brighter! It's more attractive! In countless colors and color combinations! Its uses are limitless!

Send for this assortment. See for yourself how this marvellous material catches your eye and fancy. Send today—no obligation.

**SHREDDED
PAPER
PACKING
IN COLORS**

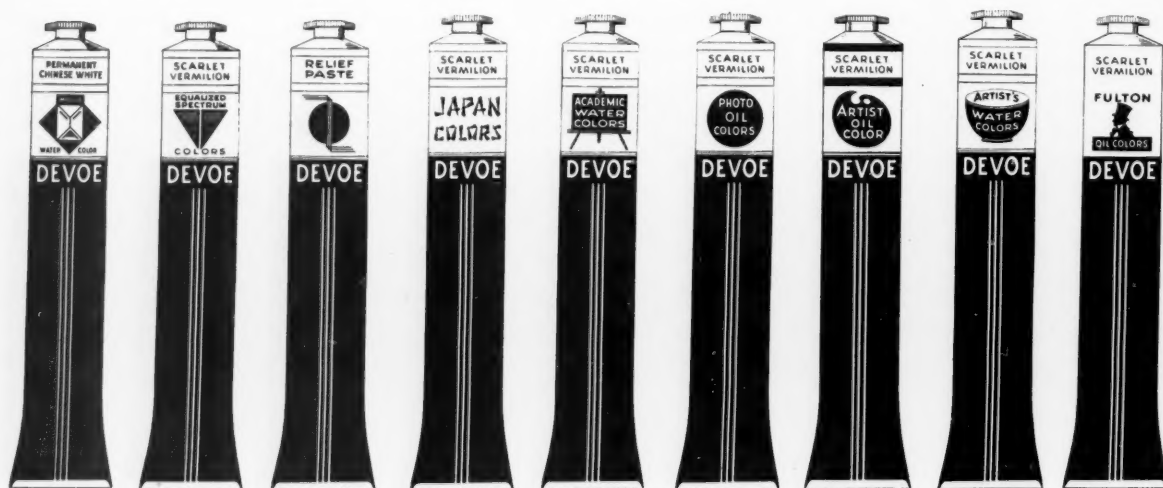


PIONEER PAPER STOCK COMPANY

448 WEST OHIO ST., CHICAGO, ILLINOIS

two of the ten brands are ready for distribution. The others are in the process of manufacture. Our problem was to style the entire line so that a definite family resemblance would be established between all brands. In other words, to create an unmistakable DeVoe characteristic that would instantly and easily be recognized by the consumer and dealer on each and every tube of paint. Therefore, in order that the greatest benefit be derived from the redesigning, the proposed styling was planned from three angles: to accord the manufacturer the greatest benefit from a production and sales standpoint; to assist the dealer in handling and display; to afford the consumer greatest convenience and neat-

And for the dealer, an easy identification on his shelves is assured. This identification has been made particularly simple by the association of the symbolic design with the use of the paint, such as a palette for Artist Oil Colors, a ribbon and medal for the brand, Best Colors in Oil, etc. The saving in time for the dealer by eliminating the necessity of searching for particular brands, will, consequently, roll up into a considerable amount. Another convenient feature for the dealer is the display value to be obtained from the design of the tube. Its symmetry, simplicity, color scheme and easy legibility admirably permit laying out interest-drawing counter and window displays. From the consumer's standpoint,



This photostat illustration shows the unmistakable family resemblance throughout the DeVoe line of paint tubes, and the various brand symbols. "Photo Oil Colors" and "Best Colors in Oil" are the only two brands so far re-packaged. The others are in process of manufacture.

ness during the life of the contents and an aid in easy identification of his favorite brand.

The vehicle for the establishment of a family resemblance was the creation and adoption of a basic motif featuring three vertical gray lines together with the DeVoe name on a black background and occupying the greater part of the lower portion of the tube. To further emphasize this family resemblance, the space allotted for brand recognition together with the description of the contents was to remain identical throughout.

The complete design, therefore, consists of the two major colors—black and gray with the identifying color bands at the top of the tube. No attempt has been made to reproduce the absolute shade or color of the content. The band merely performs the function of easy recognition of the color family.

In this connection, it is most important to observe that a symbolic insignia, somewhat in the form of a trade mark, has been developed for each of the different brands and placed directly below the color band. Both from the consumers' and dealers' standpoint, this feature of the redesigning program is of extreme importance. No difficulty whatsoever will be encountered in recalling the particular brand the consumer has used previously.

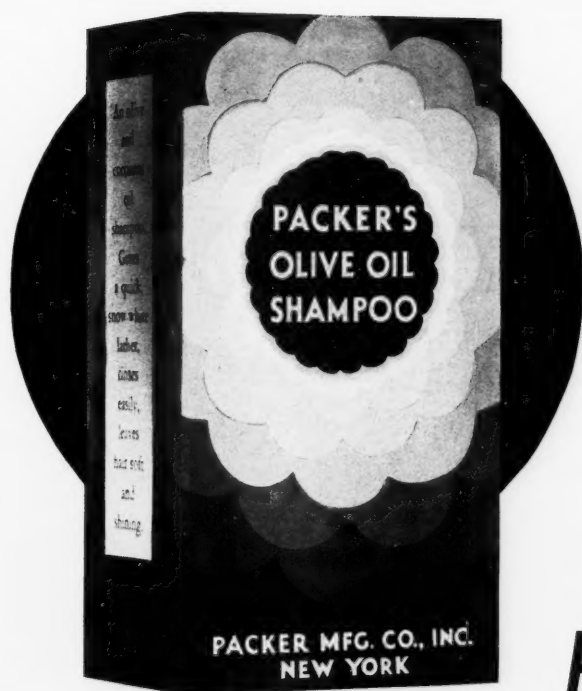
the tube is not only neater in appearance but the obliteration, detachment and soiling of the label is entirely eliminated.

In designing the new tube, it was our aim also to effect economy in production and improved efficiency. This was obtained partly by the three vertical gray lines which offer a check assistance in lining up the tubes for the clipping machine. The center line, therefore, is the operator's guide for a clean, perfectly registered bottom closure for the tube.

When it is considered that these tubes are extensively sold in foreign countries, especially enjoying heavy sales in South America, the adoption of the insignia or symbolic motif method of recognition is a great step forward.



Parfums de Isabey, New York, manufacturers of cosmetics, are using, with the exception of one or two recent additions, packages which were designed several years ago. Showing the wisdom of applying sound principles to modern packaging, the packages from this house have the stamp of permanent good taste and good merchandising technique. Packages such as these have a style appeal that will hold for many years to come.



Packages that "Click!"

SCIENTIFIC color balance; a design by one who knows; materials to obtain the desired effects; carton craftsmanship that follows thru!

Whether your packages are meant to attract an exclusive retail trade or mass purchasing in small units thru chains, these principles always hold.

To a discriminating clientele we offer this key to packages that "click," at a minimum of cost.



The Sign of Better Packages

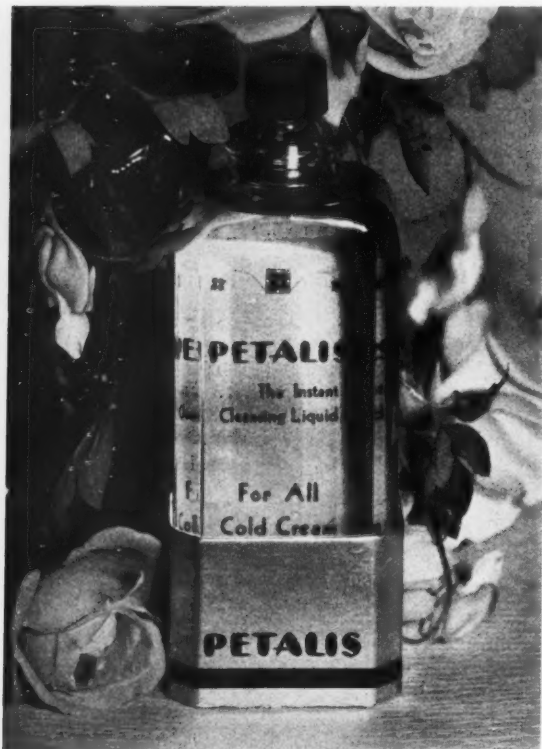
SAMPLE-DURICK CO., Inc.,

SPRINGFIELD — MASS.

F O L D I N G · P A P E R · B O X E S

A Label-less Bottle

Interesting, indeed, is the packaging of Petalis, a product of George C. V. Fesler, Inc., St. Louis, Mo., which is a cleansing liquid for all cold cream purposes. It comes in a label-less flacon with a gold-paper booklet



tucked in between the bottle and the gold-paper base. The bottle fits snugly into its paper base even when the booklet is removed, and is at home on the daintiest vanity. In this instance it is the base alone that carries the name of the product and bears the responsibility for consumer retentiveness. The corrugated closure is of black phenol resinoid. Photo courtesy of Durez.

Unit Packages for Copper Nails

Heretofore copper nails have been almost entirely sold in kegs and the large investment required for a hardware dealer or jobber to stock a keg of each popular size, greatly hindered wide distribution. To make it easier for the jobber, retailer and consumer to obtain its product, John Hassall, Inc., has been packaging nails in boxes of five pounds and less, using a plain cardboard carton, similar to those used for shipping containers.

In order to give this product more display on retailers' shelves and to make it easier for both retailer

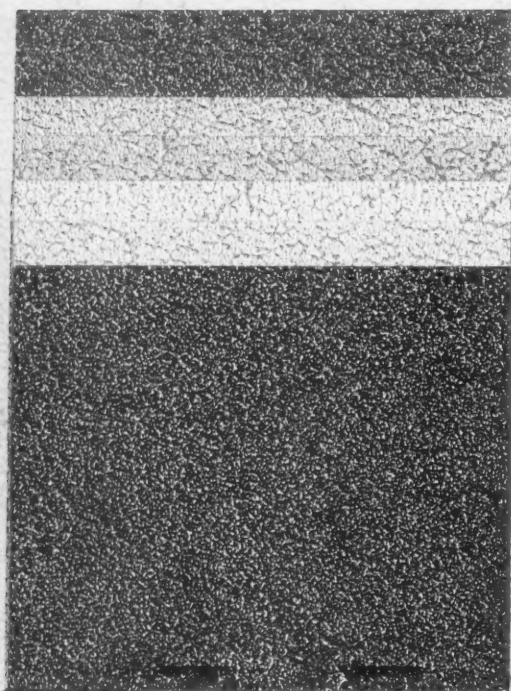


and consumer to recognize it at a glance, the new package and label shown in the accompanying illustration were designed. The present package is blue, instead of the former brown, and is a sliding carton, sealed by grips. The label in harmonizing colors covers the entire front of the carton, giving the lettering more display and visibility.

According to an executive of the company, new boxes for that part of the Hassall line which lends itself to packaging, will be designed.



Here are the three new products of the Vick Chemical Company which were introduced with the company's new idea for the control of colds at home. The familiar blue and red color scheme has been retained. Vicks VapoRub now comes in white as well as amber and the other two new products are nose and throat drops and cough drops. The sample package for the former incorporates the same design and color scheme



Scarlet
Magenta
Lt. Yellow
Peach
Buff
Lt. Gray
Turquoise

MARVELLUM
**GOLD RELIEF
PAPERS** ASSURE
Package Appeal

▲ The modern package must have style, beauty and design to attract the wary purchaser. Manufacturers realize the importance of *Package Appeal* as a reflection of what's in the box.

▲ Marvellum's Gold Relief Papers have distinctive beauty and character. Their rich yet dignified two tone effect is exceptionally appropriate for jewelry boxes, cosmetics of all kinds, lingerie boxes and other similar uses.

▲ The Marvellum line of Box Coverings offers hundreds of designs in beautiful color harmonies and contrasts to meet every requirement. Please consider us always at your disposal in submitting samples of stock designs or helping you create new designs to fit your particular need.

Marvellum Papers are Distributed by

BRADNER, SMITH & CO.
333 So. Desplaines Street
Chicago, Ill.

HENRY L. GOODMAN
110 High Street
Boston, Mass.

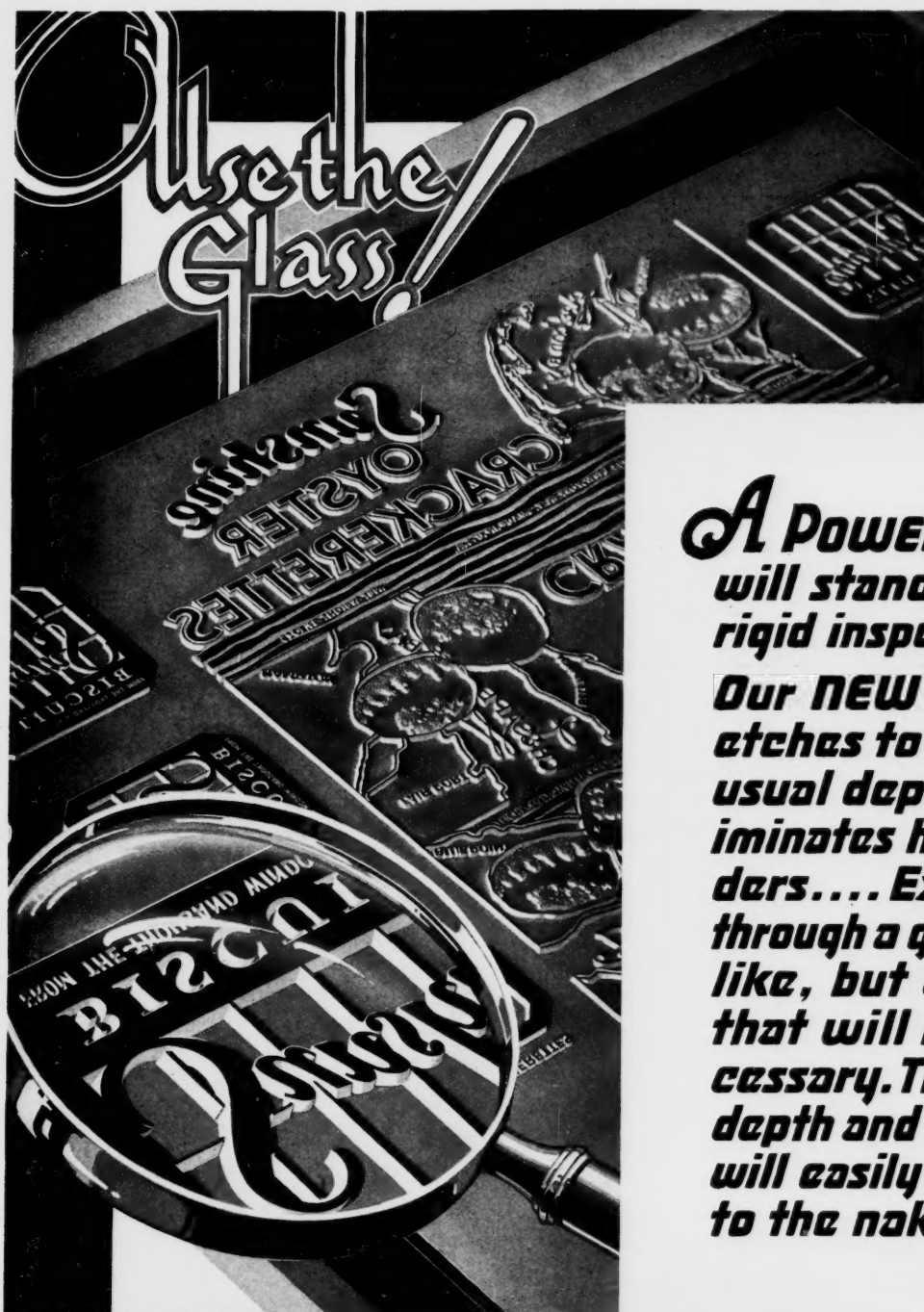
A. HARTUNG & CO.
506-512 Race Street
Philadelphia, Pa.

HOLYOKE PAPER CORP.
487 Broadway
New York City

HOLYOKE PAPER CORP.
10 High Street
Boston, Mass.

HUGHES & HOFFMAN
217 Mercer Street
New York City

THE MARVELLUM CO.
HOLYOKE *Papers Distinctive* MASS.



A POWERS PLATE
*will stand the most
 rigid inspection....*
Our NEW PROCESS
*etches to twice the
 usual depth and el-
 iminates high shoul-
 ders.... Examine it
 through a glass if you
 like, but we know
 that will not be ne-
 cessary. The double
 depth and sharpness
 will easily be visible
 to the naked eye...*

POWERS ENGRAVING COMPANIES

— NEW YORK —

216 EAST 45th STREET
 PHONE - MURRAY HILL 2-5900.

205 WEST 39th STREET
 PHONE - PENNSYLVANIA 6-0600.



Improved Designs In Shipping Containers

By W. F. Howell

Secretary, Robert Gair Company

THE POSSIBILITIES of better printing upon fibre and corrugated paperboard have increased rapidly in the last few years and prompted manufacturers to take greater advantage of the advertising and display value which these materials offer, both for shipping cases and display stands. Within the past year, particularly, there has been rapid growth in the use of multicolor printing for shipping cases and display stands, so that today there are numerous examples of artistically attractive and attention-arresting products of both types in daily use.

The principal reason for the growth of this trend is the increase in the knowledge of printing corrugated and fibre and the improvement in the quality of the

Perhaps the greatest advance is in the printing presses for corrugated. Printing presses were used for printing wooden boxes and when corrugated entered the field, the same presses with little alteration were used for printing the new material. Within the last few years, special printing machinery has been built which takes into consideration the peculiar difficulties of printing on a corrugated surface, and gives more flexibility in the regulation of the registry of plates for different colors.

From advertising and utility standpoints, the increase in the use of more attractively printed cases has its origin in a number of factors:

1. The manufacturer has been increasingly impressed by the importance (Please turn to page 84)



Notable progress has been made recently in improving the design and effectiveness of corrugated and solid fibre shipping containers. At left are illustrated old and new cases for toilet tissues of the Victoria Paper Mills, Fulton, N. Y., and shipping cases for nuts and wire screen cloth. The advertising value of the latter cases as well as of the new Victoria boxes has been greatly increased by the use of three color printing.

Below: The United Fruit Company has adopted corrugated display stands for bananas, printed in color. Besides the obvious display advantages the stands permit the use of strong selling messages.

inks. Ink makers have found it possible to produce glossy inks which have good covering properties and at the same time dry rapidly enough to eliminate smearing and offsetting. Rubber plates are used extensively in this work and manufacturers have improved the texture of the plates, giving opportunity for closer registry and avoiding the spreading of the rubber under pressure. The difficulty in making rubber plates is the necessity for using a material soft enough to impress itself in the hollows of corrugated and at the same time stiff enough to keep its shape while under pressure. There is a fine line between the too soft and too hard materials for this purpose.



BEVEL EDGED BOXES FOR A MAN'S GIFT !

COMBINE smartness and distinction with virile strength in construction and appearance—there you have the ideal men's gift-package.

These boxes designed for Suspender Combinations present the appeal of smartness to women shoppers for a man's gift.

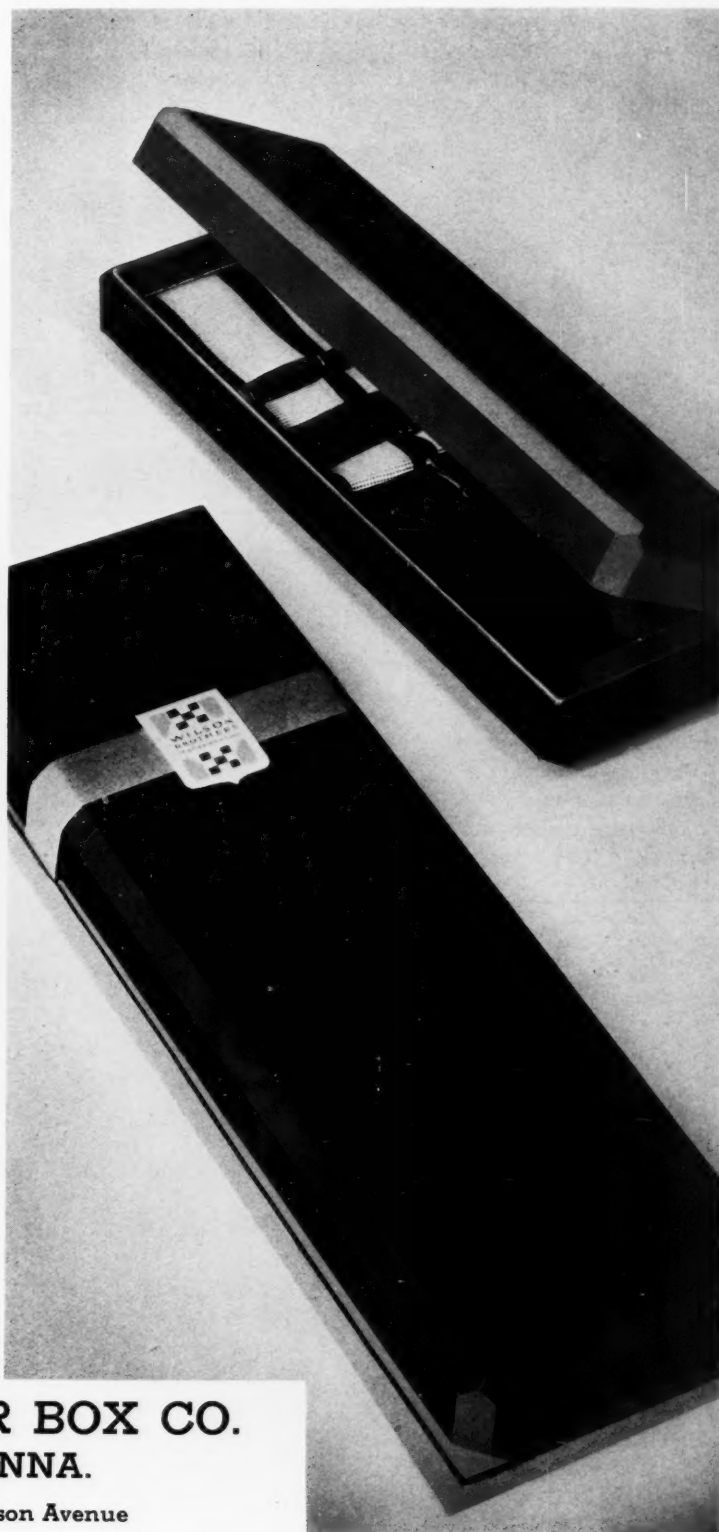
Men like the husky "feel" and chest-like construction of the Beveled Box.

These containers are manufactured by machine on a production basis and offer a unique package for quality merchandise at a reasonable price.

Samples and other information sent on request.

LEBANON PAPER BOX CO.
LEBANON, PENNA.

New York Office: 51 Madison Avenue



Distinctive Labels for Medicinal Products

The artist who designed the labels for the containers shown in the accompanying illustration was able to produce, simply through the use of special lettering, a black and white color scheme, extremely attractive and particularly strong for the type of products these containers hold. A black background forms the foun-

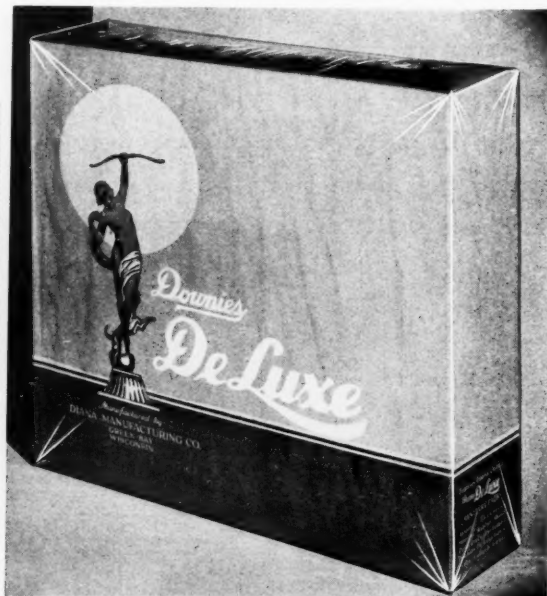


dation with harmonizing black phenol resinoid closures on the bottles. In the larger size bottles the labels are given a decorative touch by the use of a woman's head outlined against geometric squares.

These packages contain the products of Mas Namsorg & Associates, Philadelphia, manufacturers of various items for feminine hygiene. The designing is the work of Joseph Park, Philadelphia.

An Attractive New Package

The new package for sanitary napkins shown below, manufactured by the Diana Manufacturing Company, Green Bay, Wis., has a distinct practical value because of its shape and design. Most cartons for this product are easily recognizable, even when wrapped, a feature



which was found to be generally objectionable. This is an important point with consumers and in addition to its shape, a design of real merit dresses up the package, helping to disguise the contents completely. The color scheme is buff and blue, the latter used for the band and for the trade mark. An overwrap of transparent cellulose adds to the attractiveness of the package.



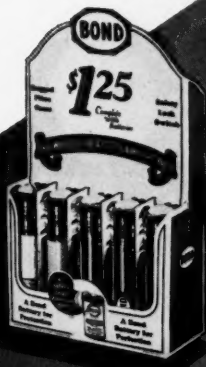
Rabbit meat in consumer packages is among the most recent developments in food distribution. The Lehigh Packing Company of Allentown, Pa., has lately placed this product on the market, under the trade name of Clover Dell Rabbit Tidbits, using an attractive blue box with a large transparent cellulose window. Five portions of the meat are packed in each box. It is understood that the initial introduction of the new package has been extremely successful. Photo courtesy of Robert Gair Company

Modern display packaging gives your product prominent location in the dealer's store, on the counter, on the floor, outside the shelf, in the show window and increases sales.

Double-tier Container
Pat. No. 1,428,226



Storage Container
Pat. No. 1,697,231



Self-Service Hanging
& Counter Stand
Pat. Pending



Triangle Pyramid
Display
Pat. No. 1,822,571



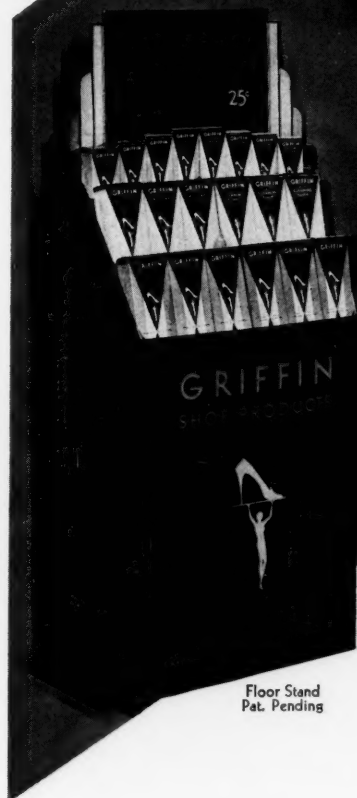
Three-Plane
Pyramid
Pat. No. 898,519



Front Pyramid
Display
Pat. No. 1,822,570



Floor Stand
Pat. Pending



EINSON-FREEMAN CO., INC. LITHOGRAPHERS

OFFICES AND MANUFACTURING PLANT
STARR & BORDEN AVENUES, LONG ISLAND CITY, N. Y.

NEW ENGLAND OFFICE - 302 PARK SQ. BLDG., BOSTON, MASS.
WESTERN OFFICE - WRIGLEY BLDG. CHICAGO, ILL.

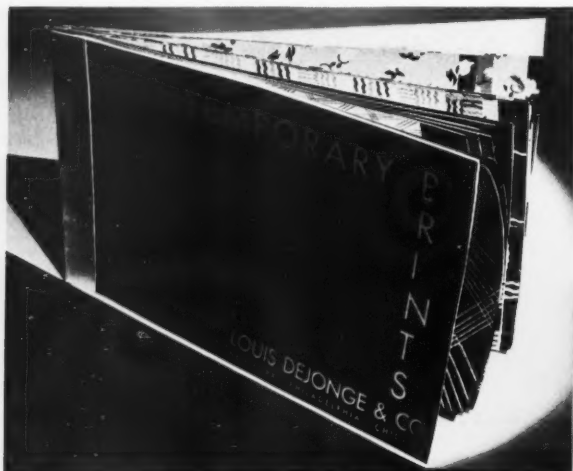
Inventors and Manufacturers of the
EINSON-FREEMAN PATENTED DOUBLE-TIER CONTAINER
Licensee for Canada: Somerville Paper Boxes, Ltd., London, Ontario, Canada

ASK FOR BOOKLET "MERCHANDISING WITH DISPLAY CONTAINERS"

Contemporary Prints

"Contemporary Prints," a brochure recently issued by Louis Dejonge & Co., reveals a new group of this company's creations in printed papers. It brings to the market a new message in papers—specifically, box papers. This message is concerned with the aesthetic possibilities of the material. "Contemporary Prints" is conscious of the relevancy of design to material; paper comes into its own and we see a group of designs which have retained all the freshness of the product paper, and the simplicity and charm required of a paper product. As opposed to the prevailing habit of printing papers with silk designs, cretonne designs, and designs from various sources, these new prints are decidedly paper conscious, and not only is the real identity of paper revealed but the additional quality of fitness to use.

When we build a box, we build a three dimensional structure in which we have a harmony of opposing planes. Therefore, the requirements of a box paper design are necessarily different from those of a dress



silk which is broken into a mosaic of folds and trimmings. A box paper design must incorporate the requirements of the box structure, and we have the problem of relevancy of design to structure. This problem should be of no less significance than the appropriate embellishment of a Taj Mahal or an Empire State Building façade.

"Contemporary Prints" contributes to a market that realizes the importance of planning a product carefully and beautifully, whether it be a cheap product or an expensive one. It sees a little ahead and predicts a style trend in the box field. Through careful research in the association of boxes with other lines of merchandise, it aims to harmonize with the needs of the market. This style trend is apparent not only in its design character but in color and texture as well.

The direct reaction to a period of depressed business is a tendency to emphasize merchandise by gayety of color, bright surfaces and crisp, cheerful design. "Contemporary Prints" is styled accordingly and shows

a group of bright glazed and dull surfaced papers printed excellently in gold and silver designs of extreme smartness.

There follows a group of designs in three and four color harmonies which cater to the two dominating style influences, modernism and Victorianism; some are strictly feminine and charming, some are swagger and sophisticated. But the entire group emphasizes the economy of correct papers. There are seven designs and sixty-two prints, each one a promising sales ambassador to the box it may adorn.

While these papers are recommended for general usefulness, the following suggestions are made for specific uses: No. 1477-1509. Christmas, Thanksgiving, St. Patrick's, St. Valentine's and holidays; hat boxes, jewelry, stationery boxes and packets, card boxes, gloves, bridge accessories, perfumes, soaps, candy, stockings, book jackets, gift wrappings, smart toiletries, waste paper baskets, vanity boxes, home files, fancy trays, lamp shades, photo albums and novelties.

New Label for Old Product

Research in package merchandising and reasons for designing a package in certain colors has become an art, and manufacturers have learned that more attention must be paid to package appearance if they are to keep in step with the times.

McCormick and Company, Baltimore, have made a careful study of the modern trend in packages and



changed a number of theirs. In the new package for McCormick's Pure Prepared Mustard, shown in the accompanying illustration, they have taken into consideration visibility and simplicity in the label as well as color harmony. It has been changed from a key-stone shape, as shown in the old package at the left, to a modernistic bullet shape with a blue background and a jagged line of orange near a base of red. This label tends to accentuate the size of the bottle. In strong lettering, the brand name can easily be read ten feet away on a shelf. The trade mark is at the top of the label and the company name at the bottom.

DISTINCTIVE



THIS is a distinctive age in which we live . . . an age of progressiveness . . . an age of nimble ideas that carry-on to meet advancing competition. One cannot falter or the procession passes. Heekin Color Lithography on metal has enabled many manufacturers to keep their products distinctive . . . at a surprisingly low cost . . . utilizing the beauty and attractiveness of colors to combine them into artistic decorations of lasting appeal. Modernize your package . . . make your product as keenly distinctive as possible . . . let Heekin serve you.



HEEKIN CANS

THE HEEKIN CAN COMPANY. CINCINNATI, O.

MARCH, 1932 73

MACHINERY — SUPPLIES

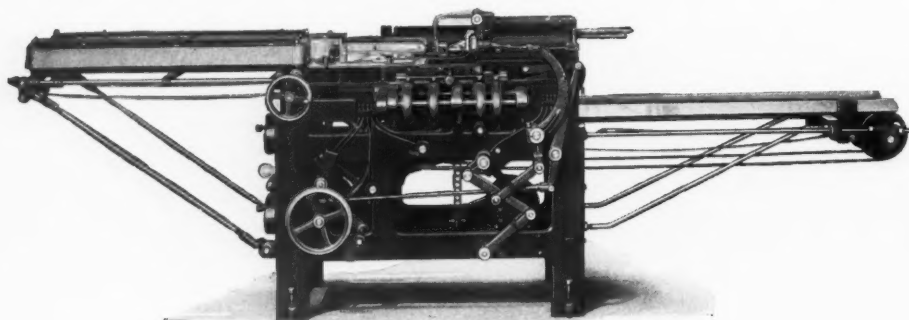
Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Transparent Cellulose Wrapping Machine

In many factories the daily total of packages which are hand wrapped warrants the installation of an automatic machine, but this total may be the combination of two or three, sometimes more, sizes. Separately they do not warrant individual machines for each size, but in

It will wrap from 60 to 135 packages per minute according to the size or sizes wrapped. The entire wrapper occupies a space approximately 12 ft. long, 3 ft. wide and 4 ft. high, and weighs about 2000 lbs. It is mounted on casters for portability and the legs carry four large levelling screws. The machine is operated by $\frac{1}{2}$ -hp. electric motor.

An automatic package trip allows packages to enter



New Cellophane convertible wrapping machine which handles packages of several sizes, eliminating extra machinery or hand wrapping

combination a large saving in hand-wrapping may be made with a convertible machine.

It is stated that Model 33 Cellophane wrapping machine made by the Battle Creek Wrapping Machine Company of Battle Creek, Mich., can handle several sizes and thus meet these requirements. Instead of changing the location of parts, folders, etc., for one package to another, the entire equipment is easily received from the machine and in its place is positioned additional equipment built for the next size to be wrapped. There is no fitting or adjusting to be done as the equipment is factory built for the package to be wrapped, and it will always wrap that size package when locked on the machine. Any operator of average intelligence can accurately change the equipment from one size package to another in five to ten minutes.

Air tight sealing is always important, particularly when wrapping food products. Model 33 hermetically seals each package. The machine is quiet in operation through the use of rotary actuating motives only, and yet its construction is so simple as to be practically fool-proof. All folders save one are stationary, and folding takes place as the package passes between them. The folding and sealing operations are made over an open table with every part and all packages readily accessible.

the machine only in the correct position for wrapping, and unlocks the paper feed only when the package is correctly located for wrapping.

A Tape-Measuring Screen Package

Designated as "the first real screen cloth merchandising idea in years," a 100-ft. measuring tape, rolled with Gold Strand insect screen cloth, furnishes a convenience for the hardware dealer. By means of this tape, divided in inches, he can measure the fabric, cutting same at the length required and then use the tape to tie up the package. This eliminates losses from the creeping yard stick; the dealer has no more partly used rolls, the content of which is a mystery, on hand. The exposed tape end tells the story, accurately at a glance.

This device is incorporated in a package distributed by the American Wire Fabrics Corporation, a subsidiary of Wickwire Spencer Steel Company. The container is a corrugated end-seal case, 36 in. in length and $6\frac{1}{4}$ in. square, and carries the trade mark lettering in gold, black-outlined letters.

How the makers of BROMO QUININE improved their package



Wrapped in Cellophane on our machines

*... and also made an important
saving by bundling the product*



*Bundled by machine
at a saving of \$6 to \$7
per thousand bundles*



*Installation in the plant of the Paris Medicine Company. The layout is
so arranged that each bundling machine is fed automatically and directly
from a Cellophane wrapping machine.*

By adopting Cellophane wrapping, the Paris Medicine Company has been able to make a marked improvement in the appearance of the Bromo Quinine package, without changing any of its well-known characteristics — an extremely important factor, especially in the sale of proprietary remedies.

In addition to improving the appearance of the package, the sealed Cellophane wrapper also assures the buyer that the goods are fresh, and in the same perfect condition in which they left the makers' plant.

To lower packing costs, the Paris Medicine Company also installed bundling machines, which are fed automatically from the Cellophane wrapping machines. The packages are bundled in dozen lots, tightly wrapped and sealed in strong kraft paper. Every thousand bundles which pass through these machines represent a saving of \$6 to \$7 on former costs of packing in cartons.

Can *your* package be improved?

Can *your costs* be lowered?

We will be glad to help you find the answer to these important questions. Get in touch with our nearest office.

Package Machinery Company

Springfield, Massachusetts

NEW YORK

CHICAGO

LOS ANGELES

LONDON: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

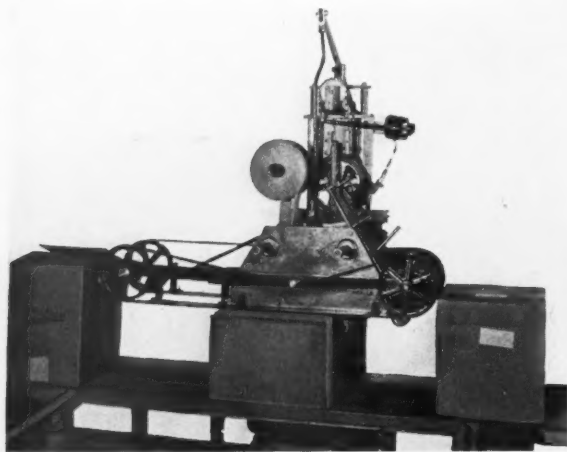
Over 200 Million Packages per day are wrapped on our Machines

Tape Sealer for Shipping Cases

A new method of automatic sealing corrugated and fibre shipping containers with gummed tape is provided through the use of the Tape-O-Matic box sealing machine manufactured by Machine Parts Corporation, 50 Columbia St., Newark, N. J., and illustrated below.

This machine, which is inserted directly in the conveyor line, has been designed to automatically adjust itself to handle shipping containers irrespective of the height or length. This permits the manufacturer who packs cases, carrying the above dimensions, to do away with segregation.

As the containers come along the conveyor, the head which carries the taping mechanism automatically levels itself to the proper height or, as the case may be, lowers itself to apply the gummed tape correctly down the center seam with a 3-in. or more overlap at each



end. By combining this automatic taper in the conveyor system, a speed of 12 shipping containers per minute is obtained. Separate motor drive may be had also.

The operations on this machine are entirely automatic, all adjustments being mechanical, no manual adjustments being necessary for the various sized cartons.

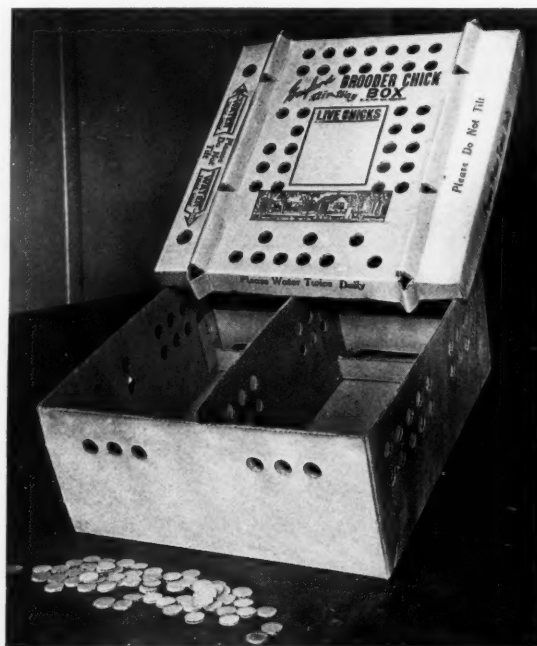
The Machine Parts Corporation manufacture this machine and others, covering top and bottom sealing simultaneously with gummed tape, or top and bottom sealing with the flaps glued down previous to the gummed taping.

Brooder Chick Box for Shipping

Ever-increasing demands for a satisfactory box in which to ship baby chicks has resulted in the construction by Robert Gaylord, Inc., St. Louis, of a "portable coop" for brooder chicks, shown in the accompanying illustration, which provides feed and water troughs and adequate ventilation facilities for shipments of 1500 miles. These boxes are made for as many as 100 chicks.

"Although new-born chicks can be shipped without

provision for food or water, hatcheries often want to ship brooder chicks up to four weeks old," an official of the Gaylord Company stated. "The new chick box is designed for such shipments. It retains the patented features on the regular box of a series of six ridges, raised almost an inch above the surface to guarantee



ventilation through small holes cut in the surface of the box. These ridges will withstand 450 pounds before they begin to crush."

Paper boxes are now used for many purposes in the Gaylord plant. Boxes especially designed for lawn mowers, horse meat, mattresses and comparatively heavy machinery indicate that paper boxes are supplanting wooden crating for many shipping purposes.



The Division of Simplified Practice of the Bureau of Standards has announced that simplified practice recommendation R125-31, covering waxed paper, has received the required degree of support from the industry and may be considered effective from Nov. 1, 1931.

Waxed paper covered by this recommendation is paper treated with paraffin wax in order to fill the pores of the paper to make it resistant to moisture and to odors. Its principal use is to protect food products from dust and vermin. The familiar bread wrapper is a typical example. The estimated total value of the annual production of waxed paper is \$25,000,000. The volume exceeds 250,000,000 pounds per annum.

The program will establish uniform qualities of raw stock for this material and will eliminate many sizes of sheets and lengths of household rolls. Of special interest is the recommended elimination of the 400-sheet ream which has been in use in at least one section of the country. The elimination of inferior quality papers and wax will insure a better product to the consumer.

make *your* packages different

Tie them with Ribbonette—the package tie that individualizes—that increases sales.

Ribbonette has the sparkle of color and designs that give life to the modern package—at the same time it has exceptional strength.

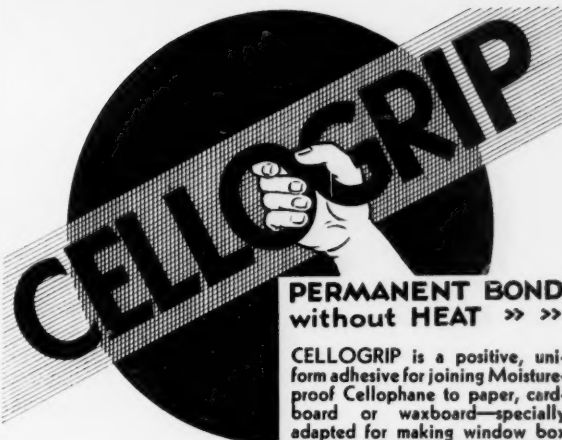
And it is inexpensive. Ribbonette gives you far more attractive packages with a tremendous saving in cost.

Made to your order in color; in design; in widths from 3/16" to 3/4".

Let us send you sample cards—exact color reproductions—and prices.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.
2319 Logan Blvd., Chicago, Ill.

RIBBONETTE



**PERMANENT BOND
without HEAT >>>**

CELLOGRIP is a positive, uniform adhesive for joining Moistureproof Cellophane to paper, cardboard or waxboard—specially adapted for making window box cartons. Also for attaching labels to Moistureproof Cellophane. Used cold for machine or hand application. Test CelloGrip in your own operations—send for sample.

We specialize in cold odorless adhesives for sealing, labeling, tubewinding, bag making, and packaging with all modern wraps. Write for descriptive folders:—

- #1 Williamson Industrial Adhesives
- #2 Williamson Cellophane Adhesives

**WILLIAMSON
GLUE AND GUM WORKS**

2320 W. 18th St., Chicago, Ill.

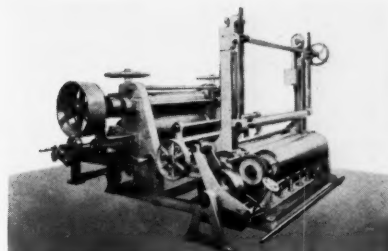


CONVERTING EQUIPMENT

for all modern packaging materials

Future profits in converting must come from increased output, reductions in labor and maintenance expense per machine, lower unit production cost—on improved quality standards of finished products. Competitive ability will be measured by the design and character of the converting equipment. Waldron's 104 years of converting experience can aid you in planning your production to provide maximum profit. There are modern Waldron Machines for practically all modern requirements.

Inquiries regarding converting problems of any nature are invited. Write to our office nearest you. Specific literature on request.



Waldron Embosser Equipped with Drum Winder, Slitters and Spreaders

Other Waldron Machines for
PRINTING COATING GUMMING
WAXING PASTING IMPREGNATING
CREPEING COMBINING

JOHN WALDRON CORPORATION

MAIN OFFICE AND WORKS, NEW BRUNSWICK, N. J.

CHICAGO, ILL.

NEW YORK

PORTLAND, ORE.

Offers a New Line of Metal Caps

A complete line of brass base caps for continuous thread bottles is now offered by the Armstrong Cork Company, Lancaster, Pa. These caps, which have been named Armstrong's Artmetal caps, were perfected after many months of development work on the part of Armstrong and the Chase Brass & Copper Company, Waterbury, Conn., who will manufacture them. Art-metal caps are offered in both single and double shell types and in standard as well as special designs. They are made in a wide variety of attractive metallic and lacquer finishes to harmonize with all package designs and colors. A complete range of sizes is available.

While the sale of double shell caps, formerly made by Consolidated Safety Pin Company of Bloomfield, N. J., (a subsidiary of the Chase Companies) will be taken over by Armstrong, the former will continue to sell jar covers direct to the cosmetic trade.

With the addition of these metal caps the Armstrong Closure Line becomes one of the most complete offered by one manufacturer. It includes Artmold (molded plastic) caps and jar covers, corks of every kind, embossed top corks, crowns, Du Pont cellulose caps and beverage bands, rubber stoppers, cap liners, and daubers and applicators of various types.

New Pouring Device for Bottles

A simple means for pouring the contents of a bottle without dripping is now available for bottlers using automatic equipment between fillers and cappers. This device, known as "Pour-Out," is patented by Ferdinand Gutmann & Company of Brooklyn, N. Y., and consists of a thin pouring lip extending slightly beyond the outside periphery of the bottle. The thin edge serves to cut the flow of liquid at the desired point. It projects sufficiently far beyond the edge of the bottle to do its work, and yet not too far to interfere with the application or removal of the cap when the bottle is in actual use.

Preferably the device should be used in connection with continuous thread screw caps. A ring gasket is inserted in the cap as a rule, and a special adhesive applying machine is supplied to apply the adhesive to the top surface of a bottle, so that when the cap is applied the "Pour-Out" device is released from the cap and attached firmly to the top of the bottle and remains so during its use.

The nature of the gasket used, as well as that of the adhesive, varies with the product contained in the bottle. The device is said to function entirely automatically and is quite economical.

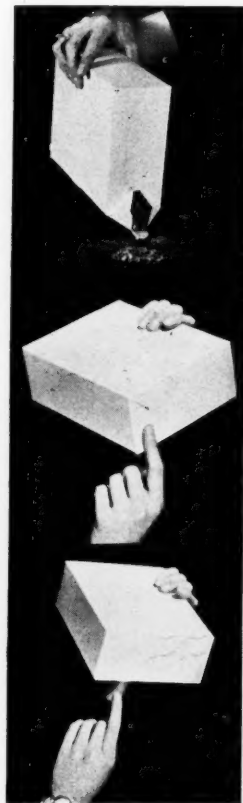
Pouring Spout for Cartons

Several types of pouring spouts which can be suitably applied to cartons that contain free-flowing dry materials are available. Some of these are constructed as integral with the carton—i. e., manufactured as a part of the carton and formed of the board used for the shell of the carton—while others are separately made and applied to the carton.

The convenience of such devices in enabling an easy removal of contents is obvious, and they also serve as a means of keeping the contents in better condition than is possible if the entire top or a portion of the top of the carton is removed.

Shown in the accompanying illustrations are the several steps required in the opening and closing of the "Marsh" closing spout, the patents on which are held by Stemar Displays Company, 35 East Wacker Drive, Chicago. Beginning at the upper left these demonstrate the following operations: Breaking loose the glued tab; starting to open the spout; spout almost open; spout open; pouring contents through spout; closing spout and tucking in tab; package closed up, ready for storing in pantry until ready for use again.

As may be seen, the device incorporates an adaptation to carton construction of a blank so articulated as to produce a spout for pouring purposes as well as to provide a closure. It is stated that no more material than that required for the conventional type of carton is needed in the construction of this box.



Package Redesign That Paid

(Continued from page 52) Let us take a merchandising problem concerning the sale of tapioca and the way it was handled for the Great American Tea Company.

In answer to the question, "Is the product right?" the research results brought to light many factors hitherto unnoticed. It was found that the product—Java tapioca—had been enjoying a fairly good sale for years. Further search of the sales records, however, showed that even though the sales field had increased and many new customers had been gained, the unit of sales of the tapioca had not. By careful checking in the test kitchen of the Home Service Division of the company many new points were brought out. First and foremost was the fact that the housewife had been given little, if any, thought or consideration. Poor recipes, incorrectly written, were found on the package. Experiments soon showed that a quick cooking tapioca fitted in better with the trend of the modern homemaker's thoughts and desires. After more testing in the test kitchen it was finally decided that a change should be made from a product requiring one and one-half hours of preparation to one requiring from ten to twenty minutes.

In answer to the question, "Is the package right?" we will let you be the judge. Whether or not you have kept up with every new tendency in packaging, there are certain facts which no doubt are common knowledge. You can probably recall that a package was originally intended only as a container for merchandise. Today

the package has become fully as important a factor in the sales as the product itself. The package must create consumer interest, it must be a noisy silent salesman. No longer are any colors or any type of copy appropriate. The colors, the design and the copy must artistically and practically be appropriate to the product, its use, its method of sale, etc. All of these points were left to the merchandising expert to correct when the new package was designed. The illustration on page 56 shows the old and new packages. Simplicity of design and appropriate color answer the second question.

In answer to the third question, "Is the merchandising plan right?" sales research showed the original package was being marketed the same way as other food products in the line had been for the last fifty years. It was also found that improvements could be made to pep up sales and that there was a better way to sell this product. The saying, "Plan your work and work your plan," is the secret of a truly successful sales campaign or even the sales campaign for one item. The proper plan, the adherence to it and the correct send off for an item may make a success or cause a failure.

In the final analysis, the question, "Was the expenditure worth while?" is the most important. Did the expense involved in testing the product, improving the quality and designing a new package, and the effort required to institute new sales policies really pay? From actual figures secured from sales records it was found that the new tapioca package was responsible for a 300 per cent increase in the sale of the item in one half the time required.

ODORLESS HYCOLOID

COLLAPSIBLE TUBES—VIALS—BOTTLES—JARS



made in all colors and tints

DO NOT AFFECT ODOR OR TASTE OF CONTENTS

The most delicate fragrance,—the most sensitive taste of products that depend on the subtle appeal of odor or taste can be entrusted with absolute safety to containers of Hycoloid. The protective substance of Hycoloid neither imparts nor absorbs the least vestige of the distinctive characteristics of its contents.

A desired fragrance, however, can be imparted to Hycoloid, to aid in complementing the product it contains.

As transparent as glass, but without the unnecessary bulk or weight; more resilient than metal, but made without trace of grit or grease, Hycoloid containers are better.

IT'S SO EASY TO VERIFY HYCOLOID ADVANTAGES—TEST A SAMPLE!

UNBREAKABLE—FEATHERWEIGHT—SEAMLESS—MOISTURE-PROOF—TRANSPARENT

HYGIENIC TUBE & CONTAINER CO.

43 Avenue "L"

Newark, New Jersey

FOR LOW COST IN SETTING UP SHIPPING CONTAINERS



The IDEAL Bottom Stitcher works with such surprising ease and speed that an average operator can easily stitch 200 to 300 containers per hour.

No other method of setting up containers can match the IDEAL in speed or dependability. No other machine made will give you longer or better service.

A bottom stitched container will carry better in transit, withstand the bumps and jars of shipping. The IDEAL gives overstrength at the bottom, where it is most needed.

Mail the coupon TODAY. Let us tell you how you can reduce the cost of setting up your shipping containers.

IDEAL STITCHER & MFG. COMPANY

100 Fourth St.

Racine, Wis.

MAIL THIS COUPON

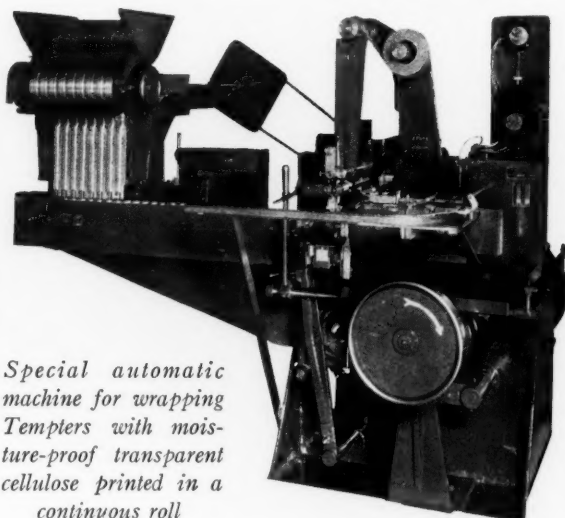
Ideal Stitcher & Mfg. Co.,	
Dept. MP-3, Racine, Wis.	
Tell us all about the IDEAL STITCHER.	
Number of boxes	glued stitched monthly.....
Maximum size box used
Minimum size box used
Name.....	
Address.....	
City.....	State.....

Innovation in Wrapping Gum

(Continued from page 38) gum is taken from alternate chutes in each cycle of operation.

The packages are packed in tray display boxes which contain 60 packages each and are arranged in three layers. These boxes are of silver-coated board (both sides) and carry blue lettering.

The wrapping of gum in transparent cellulose is not new. But the use of printed rolls, as in this instance, is



Special automatic machine for wrapping Tempters with moisture-proof transparent cellulose printed in a continuous roll

decidedly novel and opens up a wide field for the application of such wrappings to other products. This wrapping is also novel in the chewing gum line in that heretofore the transparent cellulose has been used to cover the outer wrappers of chewing gum. The wrapping used was selected because of its heat sealing qualities.



A sufficient number of the industry has approved the simplified practice recommendation covering the sizes of notion and millinery paper bags to insure its general adoption, which became effective beginning December 1, 1931.

The reduction in variety effected by this simplified practice recommendation is from 188 sizes of bags to 28, or 85 per cent. Four simplified practice recommendations, in the field of wrapping and packing supplies as used in department stores, were approved by general conferences of members of the industry in February, 1931. The simplification program on notion and millinery paper bags is the final one of the group of four to receive the written approval of the industry. The other recommendations concern corrugated boxes, folding boxes, and set-up boxes.



G. F. Ebers, formerly field manager for Bostitch Sales Company, has been appointed manager of the New York office of the company, at 299 Broadway, in place of A. E. Landor, who has resigned.

No Label to Mar Your Table

(Continued from page 35) he enjoys on the products themselves.

The entire idea of container, wrapper, cap, seal and Compotier was originated and developed by A. J. Leatherock, general manager of the Pantry Maide Products Company. D. T. Sanderson, advertising manager, and O. A. Garson, art director of the Pantry Maide Products Company, Hazel-Atlas Glass Company, Phoenix-Hermetic Company, Shellmar Products Company, Du Pont Cellophane Company and Imperial Glass Company are given credit for their able assistance and whole-hearted and enthusiastic cooperation, without which, says Mr. Leatherock, "this idea could not have become a reality."

The selling plan is tied up around the Compotier with store cards, window cards and counter stands playing a prominent part. The magenta-silver color dominates in all of the store material. Such advertising is unusual in that it lacks any commercial aspect, this being sacrificed to bring out the richness of the product and package, to keep the card dignified, beautiful and give a maximum amount of eye appeal from a feminine standpoint. The slogan, "No Label to Mar Your Table," which has been adopted and will be emphasized at all times, is employed forcibly in all store material. Because of the uniqueness of the counter stand, special mention is given to it. The stand holds three jars of Pantry Maide jams, jellies and preserves; one jar being shown in the Compotier. The background is formed with an illustration in black and white, of a perfectly appointed table with a Compotier and jar brought out in the natural colors. Credit for the design of this stand is given to Frank L. Armstrong of Toby Rubovits, Inc., of Chicago.



Following changes suggested by the Federal Trade Commission, the waxed paper industry has accepted the rules of the industry which were originally adopted at a trade practice conference held in Washington, June 7, 1928.

Rules approved by the commission (Group I) relate to such practices as inducing breach of contract; imitation of trade marks or trade names; enticing employees of competitors; defamation of competitors; circularizing threats of suits for infringement of patent or trade marks; selling goods below cost with the intent of injuring a competitor; price discrimination, and deviation from established standards by false means or devices.

Rules accepted as expressions of the trade (Group II) relate to dealing by the owner of a patent with the alleged infringer rather than attempting to intimidate his customers; use of inferior materials; contracts as business obligations; standard form of contract; charges for etchings; and violation of trade practice conference rules under the subterfuge that the seller is required to do so by contract antedating the approval or acceptance of such rules.

SilverStitch

REG. U. S. PAT. OFF.



SAVE MONEY

in stitching fibre boxes

Silverstitch saves money for users of stapling wire in two ways.

1. Its accuracy in temper, width, and thickness assures smooth feeding through stitching machines and increased production.
2. One piece continuous length five pound coils reduce the number of threading operations. Only one stop for threading is necessary for each coil of wire. The ten pound coil makes further savings possible and is recommended where the stitching machine has the required $7\frac{1}{2}$ " clearance.

Because of these two reasons hundreds of stapling wire users are now stitching their fibre boxes with Silverstitch.

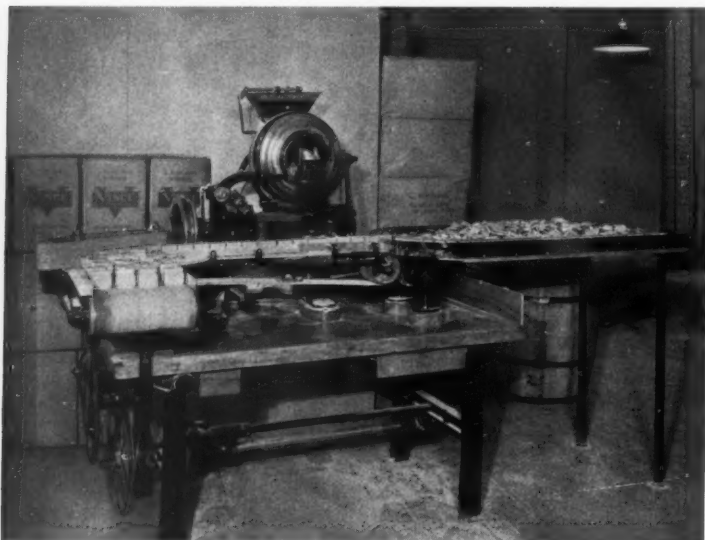
Send today for a FREE five pound coil of Silverstitch. See for yourself why this modern wire has grown so popular. No obligation.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Ill.
Branches in principal cities.

A New Package— More Convenient to Use

(Continued from page 53) top side down, on a moving belt which carries them in a continuous line to the filling spout of the machine² shown in an accompanying illustration.



Here each receives a measured amount ($1\frac{1}{2}$ oz. net) of the preparation, which is dropped through the spout after having been delivered from a rotating drum, which receives its supply from a hopper directly above. Filled, the containers are carried along by belt to a table, from which they are taken to a double-seamer where the bottoms are crimped on. A removable cover is then placed on the top of each can, and they are ready to be packed for shipment. The filling operation is performed at the rate of 55 cans per minute.

² Brown Bag Filling Machine Co.

The automatic filling machine which is used in the packaging of Vince mouth wash; 55 cans per minute is the rate of speed.

Phenol Resinoid Display Stand For Medicinal Product

In an effort to introduce its product, Pepto-Bismol, to a greater number of consumers, the Norwich Pharmacal Company, Norwich, New York, has adopted



the display stand shown in the accompanying illustration. By its use this company is the first of the nationally known drug manufacturers to employ molded plastics for counter display stands.

The stand, designed to fit on the back bar of the druggists' soda fountains, has specially molded grooves to hold the fountain bottle and two four-ounce bottles of Pepto-Bismol. Through the introduction of this stand, the company feels that the fountain bottle will find ready acceptance in stores where the product is not now on display. Molded of black Durez, with the company name and selling message carried out in silver lettering, the stand combines extreme lightness with rigidity and permanence of lustre. The Diemolding Corporation, Canastota, N. Y., molded the stand, which was designed by Alice Coulter of the Advertising Department of the Norwich Pharmacal Company.



It has been rumored that the interests of Toledo Synthetic Products, Inc., Toledo, Ohio, manufacturer of "Plaskon," have been taken over by one of the large users of this material. The manufacturer of Plaskon has advised MODERN PACKAGING that such a report is without foundation.



Williamson Glue and Gum Works, Chicago, Ill., are now represented in the states of Washington and Oregon by the firm of Cooper, Richards & Weber, Portland, Ore., and Seattle, Wash. Adequate stocks are kept at these points so that prompt service can be rendered to local customers.

DELIVER YOUR PRODUCT
as perfectly as it is packed
CANS  **TUBES**



1-PO



NNL



10-T

Made in many styles, sizes and colors.

Tin and Paper Ends

Our Package Designing Department will gladly cooperate in developing a new container for you. No obligation.

THE CINCINNATI MAILING DEVICE COMPANY

Fibre Can and Tube Specialists since 1902

297 Eggleston Ave., Cincinnati, Ohio

Represented in the following cities:

New York, Boston, Baltimore, Chicago, Cleveland, Detroit, Memphis, Atlanta, Birmingham, Tampa, New Orleans, Fort Worth, San Antonio, Kansas City, Oklahoma City, Salt Lake City, San Francisco, St. Paul and Rochester

Perfect Gluing

It's no trick at all to seal moisture-proof transparent cellulose, if you use the right adhesive. We have proved it time and again to skeptical manufacturers.

Shall we send you a sample of an adhesive suitable to your conditions for use on

MOISTURE-PROOF TRANSPARENT CELLULOSE?

Is it to be used on automatic machine or by hand?

UNION PASTE CO.

200 BOSTON AVE.

MEDFORD - MASS.

from SOUP to NUTS

A Record of Displays that Sell



For tying in with national advertising at the point of sale nothing could be more direct than this prominent group of familiar cans.

Every product merchandised over the counter—literally from canned soup to salted nuts—can apply the tremendous sales power of Union Display Racks. Brooms, bags, bottles—scores of products have shown immediate increases when their manufacturers furnished to dealers, free or at cost, these inexpensive racks. They take your product out of the run of stock and feature it, demanding interest and attention, and getting it, to the tune of doubled and redoubled sales. Get the Union Display Sales Bulletin and choose a rack for your product.

Write for it.

UNION STEEL PRODUCTS CO.
521 Berrien St. Albion, Mich.



UNION Collapsible Wire DISPLAY RACKS

This nut rack is one of the many stock designs on which you can get quantity quotations. Or, let us submit a special design to suit special requirements.

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

WHAT PRICE CHEAPNESS?

What does a Glue really cost?
Certainly the price you pay
is only a small part of the
true cost.

Operating Economy is what
counts! Hard to measure,
but so very real nevertheless,
that more and more manu-
facturers are using



"TESTED"

ADHESIVES

They have found that they
can thus—

Decrease Waste
Eliminate Shutdowns
Speedup Production
Decrease Operating
Expense

Their continuing satisfac-
tory experience is your war-
ranty and protection.

NATIONAL ADHESIVES CORPORATION

Home Office—820 Greenwich St., New York

1940 Carroll Ave., Chicago—883 Bryant St., San Francisco
15 Elkins St., Boston—1305 Germantown Ave., Philadelphia

WORLD'S LARGEST PRODUCER
OF ADHESIVES

Sales Offices in all principal cities

Improved Designs in Shipping Containers

(Continued from page 68) of carrying out a family resemblance or tie-up between all of his products and all of the packaging used for the marketing of those products.

2. Corrugated cases themselves are used more and more in the store for the display of the products which they carry.

3. Corrugated cases are often designed so that by using a special method of opening, the corrugated box resolves itself into a display or dispensing stand.

4. Both corrugated and fibre material are now used to a great extent in the construction of dispensing stands which may or may not have been used originally for the transportation of the material they dispense. Most of these are very attractively printed, some even with metallic inks.

5. The corrugated container is often made also to serve as a display container by the addition of a showcard made either of corrugated or some other material. Corrugated cases have been made with transparent cellulose or demountable glass tops and used similarly to the cracker caddy.

In the past there has been some hesitation on the part of buyers of corrugated to spend money for art work and engravings. We have found that while many package users were entirely ready to invest a substantial sum in art work for folding cartons, the expense for art work on corrugated, fibre or cracker caddies was practically nil. Recently there has been a change in this attitude. Many large manufacturers today are so convinced of the importance of impressing their shipping containers upon the public that they employ not only excellent printing, but in many cases use boards with liners of distinctive color or design.

The use of special liners is becoming less and less necessary, due to the improvement in printing possibilities and the further possibility of printing large surfaces of background color with a fineness and precision which could not be attained several years ago.

Upon analysis, the advertising opportunities offered by corrugated would appear to be greater in many instances than those offered by the individual carton. It has more opportunities in frequent instances for contact with the prospective buyer and actually becomes what has often been referred to as "a travelling billboard," which is equally impressive on trucks travelling from the manufacturer's plant to the railroad; upon receiving platforms at stations; at point of destination, and particularly in big metropolitan centers on the sidewalks, in the stores and in the home, because today practically everything ordered from the neighborhood shop is delivered in a corrugated or fibre shipping case.



The Gummed Tape & Devices Company has moved its general offices, warehousing, service and shipping departments to 67-34th Street, Bush Terminal Building, 7, Brooklyn, N. Y. Tel: Sunset 6-5967.

The common paper drinking cup, conspicuous in American metropolitan centers, appears to be well-received in France, according to a report from Vice-Consul D. B. Levis, Paris, made public by the Department of Commerce. American machinery is employed in a plant near Paris, and turns out 100,000 cups for the dental trade in that city alone. It also makes individual containers for puddings, pastries, and other desserts.

The demand for the drinking cup is growing, according to the report. Their use in factories, offices, and public places at present is small, but they are increasingly found in progressive establishments and the manufacturers are actively pushing the sales. So far as could be determined, no paper cups of foreign manufacture are on sale in Paris, the report stated.



Display cases such as the one shown below are being placed in leading hotels throughout the country by the Sylphrap Industrial Corporation. The articles displayed are wrapped in Sylphrap and include nationally known products. These are to be changed from time to time and will show the wide range of products that are making use of this wrapping material.



**CAN YOU
SELL IT
as fast as
YOU CAN
MAKE IT
?**

No matter what your product is, marketing it—not making it—is your big problem today.

☞ And your package—carton, can, or glass jar—must shoulder a share of the selling job. ☞ You can rely on “U S”—many leaders do—for labels and cartons of color, character, and sales power. ★ ★ ★ ★ ★

TRADE MARK INFORMATION
Don't adopt new brand names without making sure they are available. Consult the “U S” Trade Mark Bureau—the service is free.

“Color Printing Headquarters”

**THE UNITED STATES PRINTING
& LITHOGRAPH CO.**

CINCINNATI
110 Beech St.

BROOKLYN
101 N. 3rd St.

BALTIMORE
28 Cross St.

MARCH, 1932

85

Specify
Gaylord
Liners

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS

ALL DONE in the **ONE PLANT**

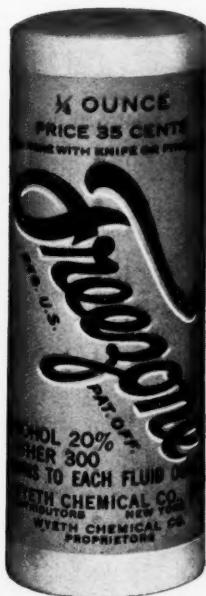
ART SERVICE
PHOTO-ENGRAVING
ELECTROTYPING

ALSO -
WOOD - WAX - BRASS - STEEL and METAL ENGRAVINGS
FOR ALL PRINTING and EMBOSsing PURPOSES
PHONE **BARCLAY 4070** - AND ONE OF OUR
REPRESENTATIVES WILL BE AT YOUR SERVICE AT ONCE

F.A. RINGLER CO.
INC.

40-42 PARK PLACE
39 BARCLAY STREET
NEW YORK

THEY COST LESS!



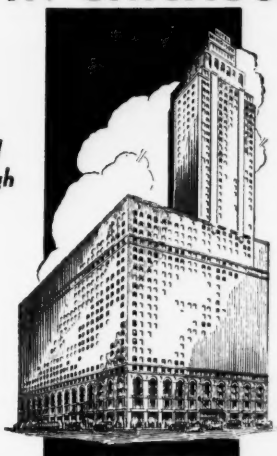
"Freezone" was formerly put out in a wooden tube. We were called in and built a sturdy paper container for them, at a much lower price, besides showing a savings in postage and freight. Can we not work out the same savings for you? Send us sizes and we will gladly furnish samples and prices.

THE CLEVELAND CONTAINER CO.
10421 BERA ROAD, CLEVELAND, OHIO

Chicago — Pittsburgh — Philadelphia — Detroit — Rochester — Hoboken

IN CHICAGO

World's
Tallest Hotel
46 Stories High



LEONARD HICKS
Managing Director

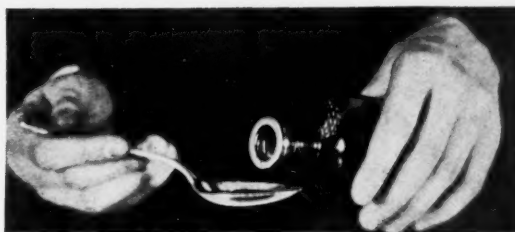
The extra attention given to the needs of guests will favorably impress you. Nearest to stores, offices, theatres and railroad stations. Each guest room is outside with bath, circulating ice water, bed-head reading lamp and Servidor. Housekeeper on each floor. Garage facilities.

2500 ROOMS \$3.00 UP

MORRISON HOTEL

Madison and Clark Streets

CHICAGO



Announcing the New "POUR-OUT"

A simple means of enabling one to pour out the contents of a bottle without having it drip over the side, it is now available for large bottlers using automatic conveying equipment between filler and capper. It is unbelievably efficient!

This "POUR-OUT" is furnished with our C.T. Caps, and is automatically transferred to your bottle when cap is applied.

Submit samples of your product, and we will return them to you with our cap and "POUR-OUT" attached.

Invention covered by our Patent
No. 1,837,618.

FERDINAND GUTMANN & CO.

Bush Terminal No. 19,
Brooklyn, N. Y.

Bottle Closure Specialists Since 1890

"FILMASEALS"

Trade Mark Reg.

Pat. Pending

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27 REASONS

1. General design device (idea)
2. Class of prospects reached (male or female or both)
3. Class of outlets (where sold)
4. Primary appeal characteristic (utility, luxury, economy, novelty)
5. Appearance value
6. Material (texture)
7. Correct shape and form
8. Size (unit of sale)
9. Color scheme
10. Specific appeal (aesthetic, bizarre, conservative, dramatic)
11. Purposes
12. Harmony with product
13. Appropriateness
14. Family resemblance
15. Trade identification (trade mark character, shape, color, symbol)
16. Art (layout, decoration, illustration, ornament)
17. Logotype and brand name
18. Text (primary and secondary reading matter, directions)
19. Typography (legibility)
20. Display value (window, counter, shelf)
21. Shelf visibility (distance)
22. Counter visibility (close range)
23. Secondary (double) use
24. Immediate identification of product (as staple, novelty, specialty)
25. Comparison with competing packages (fitness to challenge)
26. Atmosphere portrayed (cleanliness, quality, strength)
27. Economy (packing, wrapping, printing)



Devoe & Raynolds tube, manufactured by Peerless Tube Company, possesses all of the 27 features which put this tube on the "All-America Twelve" illustrated in the February issue of Modern Packaging.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS



I'll take it-

**IT CERTAINLY
DOES LOOK GOOD**

How does your package look—not to you, so long accustomed to it, but to her or to him, the consumer? No matter what the product, the package can make customers want what is *inside* by selling them with what is *outside*. That's why we have devoted so much study, time, money, effort, to the development of lithography and design.

Some of the best looking containers we make are owned by some of our largest customers—also a lot of other good looking ones by some of our smallest. Some we make but did not design—some we both designed and make.

We serve our customers not according to their size, but by their want of us. You see, we want our customers to grow—so we can grow. That is exactly how we have grown to where we are, and we're not changing so good a growth method. It has paid us to help without stinting. There are many outstanding successes in proof.



**AMERICAN
CAN COMPANY**

230 PARK AVENUE
NEW YORK CITY

CANCO